

CHRISTHIAN GÓMEZ BLANCAS

Senior Commercial, Service & Market Development Leader

Director / Senior Manager – Sales, After Sales & Service Operations

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EXECUTIVE SUMMARY

Senior Commercial & Operational Leader with 22+ years of experience driving revenue growth, market expansion, and service operations for multinational industrial clients across Mexico & the Caribbean. Developed professionally within **Krones**, a global German manufacturer recognized for engineering excellence, operational discipline, and customer-centric service models -experience that shaped a strong foundation in commercial strategy, service operations, and cross-functional execution.

Proven track record managing a **€45–50M P&L** with **8–10% YoY growth**, leading **25–30-person teams**, and strengthening customer value through integrated commercial, service, and operational leadership. Expert in **Strategic Account Management, Market Development, After Sales, Service Operations, Customer Care, Pricing Governance, CRM discipline (Salesforce), and Supply Chain integration** to support commercial continuity and SLA performance.

Experienced working with global clients including **Coca-Cola FEMSA, Arca Continental, Heineken, AB InBev, Nestlé, Unilever, Constellation Brands, Niagara, Dr Pepper**, among others. Open to **Director** or **Senior Manager** roles depending on scope, strategic impact, and leadership responsibilities.

CORE COMPETENCIES

Commercial Leadership - Market Development • Strategic Accounts • Value-Based Selling • Channel Expansion

Service & After Sales - SLAs • Preventive Maintenance • Overhauls • Spare Parts • Retrofits • Modernizations • Customer Care

Operational Integration - Supply Chain Alignment • OTD/OTIF • Inventory & Logistics Optimization

Commercial Excellence - Pricing Strategy • Margin Optimization • Forecasting (95–98%) • CRM Governance

Leadership - Coaching • Talent Development • Cross-Functional Alignment • Governance Models

Analytics & Execution - KPI Dashboards • Pipeline Discipline • Data-Driven Decision Making

KEY KPIS & EXECUTION METRICS

- Portfolio: **€45–50M** (Mexico & Caribbean)
- Growth: **8–10% YoY** (2014–2021)
- Forecasting accuracy: **95–98%**
- CRM governance: **100% pipeline discipline**
- Leadership: **25–30 people** (Sales, CS, Planning, Logistics)
- Customer retention: **20+ active SLAs**
- Cost reduction: **30% OPEX savings**

PROFESSIONAL EXPERIENCE

Supply Chain Senior Manager (Commercial & Operational Governance)

Krones Mex S.A. de C.V. | 2022–2025

Strengthened customer satisfaction and commercial continuity by integrating Supply Chain, Service, and Sales functions to support SLAs, spare parts availability, and field service commitments.

- Implemented OTD/OTIF governance and KPI dashboards for suppliers, logistics, customs brokers, and warehouse operations.
- Led a **25–30-person team** across **Planning, Purchasing, Logistics, Warehousing, Customer Service, Imports, Trade Compliance, and Master & Material Data Management**.

- Reduced operational costs by **30%** through tenders, supplier consolidation, and logistics redesign.
- Expanded warehouse capacity from **300 → 2,700 racks**, reducing OPEX by MXN 3.6M annually.
- Optimized customs operations, reducing costs by MXN 4M annually.

Result: Improved service readiness, operational continuity, and commercial alignment for multinational clients.

Lifecycle Service Senior Manager (Head of Lifecycle / After Sales – P&L Owner)

Krones Mex S.A. de C.V. | 2016–2021

Commercial and operational leader for After Sales across Mexico & the Caribbean, managing a **€45–50M** portfolio with sustained **8-10% YoY growth**.

- Led and developed a **15–18-person** commercial organization (Field Sales, Inside Sales, Sales Coordinators).
- Achieved **95–98% forecasting accuracy** for five consecutive years.
- Ensured **100% CRM discipline** (Salesforce) through governance routines.
- Scaled Overhauls & Preventive Maintenance from concept to **~20 active SLAs**.
- Strengthened pricing governance, discount discipline, and portfolio mix optimization.

Result: Increased customer lifetime value, profitability, and commercial predictability.

LCS Spare Parts & Overhauls Manager

Krones Mex S.A. de C.V. | 2014–2015

- Managed a **€28–30M** spare parts and overhauls portfolio, responsible of the **70% of national revenue**.
 - Strengthened pricing governance, forecasting accuracy, and customer retention.
 - Acted as commercial interface with Germany, USA, and Brazil.
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LCS Overhauls Manager (Founder of the Business Line)

Krones Mex S.A. de C.V. | 2013–2014

- Founded the Overhauls & Preventive Maintenance business line in Mexico.
 - Generated **€1.35M** in the first year and scaled to **~20 active contracts**.
 - Led technical-commercial negotiations with multinational clients.
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Early Career – Technical-Commercial Roles

Krones Mex S.A. de C.V. | 2003–2012

- Key Account Manager for FEMSA, Arca Continental, Nestlé, Unilever, Ajemex, Grupo Aga.
 - Improved On-Time Delivery from **80–85% → 95%**.
 - Built the technical-commercial foundation for later senior leadership roles.
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EDUCATION

Bachelor's Degree in Communication & Public Relations

Universidad Latinoamericana (ULA), Mexico City

LANGUAGES

- Spanish (Native)
 - English (Professional – B2)
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TECHNICAL SKILLS

SAP MM/SD (Expert) • Salesforce (Advanced) • Power BI (Advanced Interpretation)

CRM Platforms • Microsoft 365 • KPI Dashboards • Forecasting Models