JOSÉ RAMÓN COVARRUBIAS

IT DIRECTOR | CHIEF INFORMATION OFFICER | DIGITAL TRANSFORMATION LEADER
jrcovarrubias@ciotech.com.mx | +52 81-1061-7484 | linkedin.com/in/josecovarrubias/
Monterrey | Guadalajara | Mexico City | North America | Europe | UAE

EXECUTIVE PROFILE

Senior IT executive with 35+ years of leadership across manufacturing, food & beverage, packaging, and consulting in five countries. Leads technology as a business capability, connecting digital transformation, enterprise platforms, cybersecurity, resilience, infrastructure, and data to operational and corporate objectives. Proven track record directing SAP S/4HANA and RISE transformations, critical infrastructure, IT governance, M&A integration, multimillion-dollar budgets, and multicultural teams. Experience includes multimillion-dollar savings, high-impact enterprise integrations, and technology programs spanning up to 52 sites. Growing hands-on experience in Generative AI, local LLMs, process automation (RPA/AI Agents), and enterprise data architecture. Business-fluent English. Open to IT Director / CIO opportunities in Mexico, North America, Europe, and UAE.

CIO / IT DIRECTOR LEADERSHIP MANDATE

SAP Implementations
S4 HANA / RISE / ECC / MII. End-to-end delivery across manufacturing, food & beverage, and packaging. SAP Activate, Fit-to-Standard, critical integrations, and data migrations.

IT Leadership & Corporate Governance
Leadership of multicultural teams of up to 24 specialists across multi-country environments. PMO, budget management up to $4.5M USD, and strategic alliances with IBM, SAP, and Deloitte.

Digital Transformation & Cybersecurity
Design and execution of digital roadmaps, BCP/DRP, cloud infrastructure (Azure/AWS/GCP), and cybersecurity plans for operations spanning up to 52 sites.

Artificial Intelligence & Automation
Active experience with GenAI, local LLMs (OLLAMA/QWEN), and process automation. Focused on practical enterprise applications of emerging AI technologies.

▸ Digital Transformation & SAP S4 HANA ▸ Cybersecurity & BCP / DRP ▸ Budget & Vendor Management
▸ IT Strategy & Governance (PMO/PMI) ▸ Cloud (Azure / AWS / GCP) & GenAI / LLMs ▸ Multicultural Team Leadership

SELECTED EXECUTIVE IMPACT

- Directed IT-SAP integration for a $870M USD corporate acquisition (Brown Forman / Tequila Herradura), aligning technology integration with the business transition.
- Delivered an end-to-end SAP S/4HANA RISE transformation for 2 plants and 3 distribution centers, serving 50 users across 8 modules; Go-Live in 16 weeks with approximately $922K USD investment.
- Established BCP/DRP for 3 manufacturing plants, engaging 25 participants across IT, Operations, Finance, and Supply Chain.
- Modernized SAP MII from a 20-year-old obsolete version to the latest release, reducing operational response times by 50% at Amcor.
- Improved warehouse-management efficiency by 60% and reduced delivery times by 20% through SAP WMS and Transportation Management.
- Generated annual savings of $400K USD at Herradura and $2.5M MXN at Sello Rojo through infrastructure, telecom, and corporate communications innovation.
- Managed a $1.5M USD regional project budget and a $4.5M USD zero-based IT budget.

PROFESSIONAL EXPERIENCE

IT Director – Independent Consultant Sep 2024 – Actual
Freelance / Self-Employed | Monterrey, N.L.

- Advise clients in manufacturing and industrial sectors on cybersecurity strategy, disaster recovery planning, and IT infrastructure.
- Maintain an advanced hands-on technology laboratory using local LLMs (OLLAMA/QWEN), VPN, NAS, and Linux/Windows/macOS environments for Generative AI and network-security research.
- Maintain ongoing development in Generative AI and Cybersecurity, with emphasis on technologies relevant to modern CIO leadership.

Senior IT Manager – MX / LATAM (IT Director MX) Jun 2022 – Jul 2024
Amcor | Guadalajara, JAL.

- Directed a team of 10 specialists supporting 10 manufacturing plants in Mexico, with regional support across Brazil, Colombia, Chile, Peru, and the USA.
- Managed a $1.5M USD regional IT project budget aligned with global corporate objectives.
- Led SAP MII modernization from a 20-year-old obsolete version to the latest release, reducing operational response times by 50%.
- Implemented BCP/DRP for 3 plants in Mexico and trained 25 people across IT, Operations, Finance, and Supply Chain.

Senior IT Advisor – Consultant Ene 2020 – May 2022
Agrega Consultores | Monterrey, N.L.

- Directed an end-to-end SAP S/4HANA Cloud implementation using Fit-to-Standard / SAP Activate for a food & beverage manufacturer: 2 plants, 3 DCs, 50 users, approximately $922K USD investment, Go-Live in 16 weeks, 100% remote.
- Led 8 consultants across FI, CO, MM, PP, SD, BASIS, and PM while coordinating 5 critical integrations: e-invoicing PAC, payroll, WMS, electric meters, and freight management.
- Delivered a 60% improvement in inventory visibility and a 20% reduction in delivery times through WMS and Transportation Management implementation.

IT Director / CIO Ene 2014 – Ene 2020

Alimentos Sello Rojo | Guadalajara, JAL.

- Directed the 2017–2020 digital transformation agenda, including successful migration to SAP S/4HANA, while leading a 24-specialist IT organization.
- Implemented SAP ECC 6 across FI, CO, MM, PP, SD, QM, and HR; established a cybersecurity plan for headquarters and 52 distribution centers; and piloted IoT for a fleet of 2,000 units. $ 3.5M USD investment, hybrid platforms (onpremise -cloud).
- Generated annual savings of $2.5M MXN through telecom and corporate communications innovation.

Regional IT Manager Feb 2010 – Nov 2013

Honeywell Automotive | San Luis Potosí, SLP.

- Directed critical applications across 17 production plants with a 12-engineer team, maintaining 95%+ remote-support efficiency.
- Led payroll-system migration from TRESS to the global PeopleSoft platform and developed interfaces for 65 Kronos time clocks with international teams.

IT Director / CIO Mar 2005 – Dic 2009

Tequila Herradura / Brown Forman Group | Guadalajara, JAL.

- Directed IT-SAP integration for a $870M USD corporate acquisition and managed a $4.5M USD zero-based IT budget.
- Generated annual savings of $400K USD; implemented BCP/DRP for 2,400 employees; established a PMO and strategic alliances with IBM, SAP, and Deloitte.
- Generación de ahorros anuales de $400K USD; implementación de BCP/DRP para 2,400 empleados; establecimiento de PMO y alianzas estratégicas con IBM, SAP y Deloitte.

PREVIOUS EXPERIENCE

Mondi Packaging Group (Austria) — IT Sr Manager | 2003–2005 **PwC Consulting — Consultant / IT Sr Manager | 1996–2002**
DESIC / Grupo BANCOMER — Analyst / Tech Support Manager | 1991–1995

EDUCATION & CONTINUOUS LEARNING

M.Sc. in Computer Networks — UNAM | 1996
B.Eng. in Computer Science — UNAM | 1989
SAP Certification Academy — Philadelphia, USA
IT Business Leadership Academy — San Francisco, CA
Six Sigma Green Belt — Transformational Leadership | IPADE

Generative AI & LLMs — Ongoing (2024–2026)
Cybersecurity Strategies 2025 — Online (2024)
Cybersecurity & Ethical Hacking — Online (2023)
Leadership for Senior Management — TEC de Monterrey (2021)
Balanced Scorecard & KPIs — Project Management | Finance for Executives

Languages: Spanish (Native) | English — Business Professional