

# 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

## PROFESSIONAL SUMMARY

Senior IT executive with 35+ years of leadership across manufacturing, food & beverage, packaging, and consulting in five countries. Proven expertise in digital transformation, SAP S4 HANA / RISE implementations, cybersecurity, IT governance, and critical infrastructure. Growing experience in Generative AI, process automation (RPA/AI Agents), and enterprise data architecture. Track record of multimillion-dollar savings, multicultural team leadership, and high-impact M&A integrations. Business-fluent English. Open to IT Director / CIO opportunities in Mexico, North America, Europe, and UAE.

## AREAS OF EXPERTISE

### SAP Implementations

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

### Digital Transformation & Cybersecurity

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

### 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, strategic alliances with IBM, SAP, and Deloitte.

### Artificial Intelligence & Automation

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

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

## KEY ACHIEVEMENTS

- Led IT-SAP integration for a \$870M USD corporate acquisition (Brown Forman / Tequila Herradura).
- End-to-end SAP S4 HANA RISE implementation: 2 plants, 3 DCs, 50 users, 8 modules, Go-Live in 16 weeks, ~\$922K USD investment.
- Deployed BCP/DRP for 3 plants in Mexico — 25 participants across IT, Operations, Finance, and Supply Chain.
- Reduced operational response times by 50% through SAP MII migration (Amcors).
- Improved warehouse management efficiency by 60% and reduced delivery times by 20% with SAP WMS.
- Annual savings of \$400K USD (Herradura) and \$2.5M MXN (Sello Rojo) through infrastructure innovation.
- Managed regional project budget of \$1.5M USD and zero-based budget of \$4.5M USD.

## PROFESSIONAL EXPERIENCE

### IT Director – Independent Consultant

Freelance / Self-Employed | Monterrey, N.L.

Sep 2024 – Present

- Design of cybersecurity strategies, DRP, and IT infrastructure for clients in the manufacturing and industrial sectors.
- Advanced Home Lab with local LLMs (OLLAMA/QWEN), VPN, NAS, and Linux/Windows/macOS environments — hands-on lab for GenAI and network security research.
- Ongoing training in Generative AI and Cybersecurity — key technologies that today's CIOs must lead.

### Senior IT Manager – MX / LATAM (IT Director MX)

Amcors | Guadalajara, JAL.

Jun 2022 – Jul 2024

- Led a team of 10 specialists responsible for 10 manufacturing plants in Mexico and regional support across Brazil, Colombia, Chile, Peru, and the USA.
- Managed a regional IT project budget of \$1.5M USD aligned to global corporate objectives.
- Migrated SAP MII 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, training 25 people across IT, Operations, Finance, and Supply Chain.

### Senior IT Advisor – SAP Consultant

Jan 2020 – May 2022

*Agrega Consultores | Monterrey, N.L.*

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

### IT Director

Jan 2014 – Jan 2020

*Alimentos Sello Rojo | Guadalajara, JAL.*

- Led digital transformation 2017-2020 including successful migration to SAP S4 HANA; managed a team of 24 IT specialists.
- Implemented SAP ECC 6 (FI, CO, MM, PP, SD, QM, HR), cybersecurity plan for headquarters and 52 DCs, IoT pilot for a fleet of 2,000 units.
- Generated annual savings of \$2.5M MXN through telecom and corporate communications innovations.

### Regional IT Manager

Feb 2010 – Nov 2013

*Honeywell Automotive | San Luis Potosí, SLP.*

- Managed critical applications across 17 production plants with a team of 12 engineers; maintained 95%+ remote support efficiency.
- Migrated payroll system (TRESS) to global PeopleSoft platform; developed interfaces for 65 Kronos time clocks with international teams.

### IT Director / CIO

Mar 2005 – Dec 2009

*Tequila Herradura / Brown Forman Group | Guadalajara, JAL.*

- Led IT-SAP integration for a \$870M USD corporate acquisition; managed a zero-based budget of \$4.5M USD.
- Generated annual savings of \$400K USD; implemented BCP/DRP for 2,400 employees; established PMO and strategic alliances with IBM, SAP, and Deloitte.

## PREVIOUS EXPERIENCE

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**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

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**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