

FOUNDED 1824 · DENOMINATION OF ORIGIN

Uriarte Talavera: **Heritage Meets Efficiency**

A 200-year-old premium ceramics brand transformed through lean operations, data-driven strategy, and international B2B expansion.

MANUFACTURING & COMMERCIAL DEVELOPMENT MANAGER · PUEBLA, MEXICO · 2012–2019



Two Bottlenecks Preventing Scale

Commercial Stagnation

Need to increase sales, improve commercial efficiency, expand into international channels, and establish rigorous control over business data.

Production Inefficiency

Severe delivery delays, unoptimized manufacturing times, and a complete absence of formalized quality control or standardized procedures for artisanal production.



the art of being unique

B2B Accounts, Production & Premium Execution

PRODUCTION LEADERSHIP

- Managed the operational supply chain and directed a 70-person manufacturing plant, shifting the culture from disconnected craftsmanship to structured production



COMMERCIAL STRATEGY

- Acted as the bridge between the factory floor and the market, driving B2B account development, marketing visibility, and international distributor relations



PREMIUM BESPOKE EXECUTION

- Directed end-to-end custom production for high-end institutional and hospitality clients, including Rosewood Hotels, Pujol Restaurant, and designer Lance Wyman



Intranet, Market Penetration & Marketing

Intranet Development

- Built a dedicated Google Sites internal web platform fueled by ERP data to support daily commercial operations and management reporting.

Market Penetration & Marketing

- Secured high-volume distribution channels, executing a 45-day showcase in COSTCO and partnering with TCNA to project the brand into North America
- Collaborated directly with artists for bespoke products, while elevating the brand via social media, print, and upgraded packaging

Quality Assurance, Process Engineering & Knowledge

QUALITY ASSURANCE

- Established the company's first QA department and authored the definitive Quality Assurance Guide for Talavera Pieces

PROCESS ENGINEERING

- Implemented Kaizen 5S methodology to build a prototype mass-production line, organizing workspaces and eliminating waste

KNOWLEDGE SYSTEMATIZATION

- Coordinated the definitive Research and Production Protocol to systematically improve Talavera manufacturing procedures

COMMERCIAL & OPERATIONAL OUTCOMES

Four Years of Measurable Growth

30%

Annual sales growth,
maintained over 4 years,
driven by optimized
operations and B2B expansion

43%

Monthly billing increase
through operational
optimization

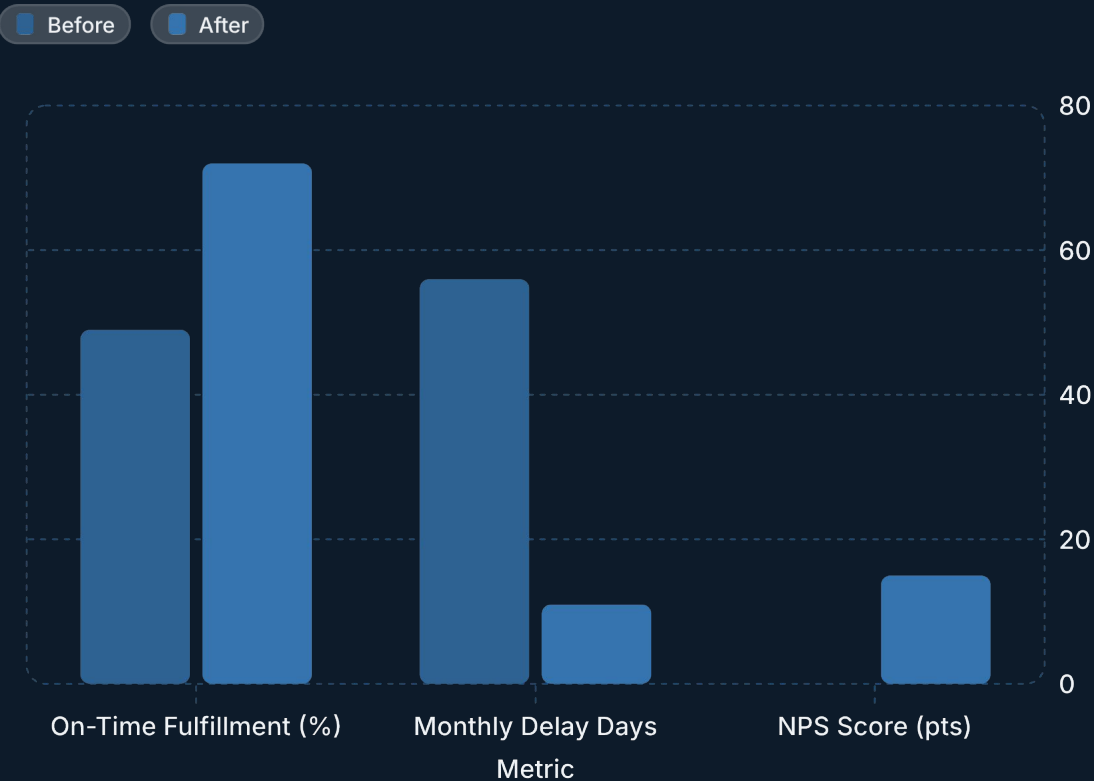
5×

U.S. B2B sales growth: from
\$114k to \$529k MXN between
2012 and 2015

80%

Delay reduction: monthly
fulfillment delays slashed from
56 to 11 days

Operational Efficiency & Customer Satisfaction



Operational Efficiency

Reduced production delivery times by a fifth, increasing overall operational efficiency by 15%. Slashed monthly fulfillment delays by 80% and improved on-time order fulfillment from 49% to 72% (+23 pts).

Customer Satisfaction

Increased Net Promoter Score (NPS) by 15 points through strict 5S and QA implementation.

ERP, Reporting & Operational Intranet

ASPEL SAE — ERP & CYCLE CONTROL

- Extracted raw sales, inventory, and billing data from the Business Administration System to form the foundation of commercial and operational intelligence

MICROSOFT EXCEL — KPI & REPORTING

- Processed raw software exports into readable, trackable metrics, generating core reporting documentation for commercial and production workflows

GOOGLE WORKSPACE — OPERATIONAL INTRANET

- Developed and hosted two internal websites (uriartecomercial & uriarteprod) serving as the daily operational backbone for the entire 70-person company

TRANSLATING EXCELLENCE TO HIGH-PRECISION MARKETS

Heritage Craftsmanship and Rigorous Industrial Efficiency Are Not Mutually Exclusive

This experience directly translates to the DACH region Mittelstand and premium manufacturing sectors.

Lean Adaptability: optimizing complex, premium supply chains without sacrificing product integrity

Scalable B2B Expansion: building data transparency and cross-border distribution channels for international B2B markets

