

O. GARCIA

Commercial Strategy & Operations | P&L Ownership | Head of Business Unit

Berlin, Germany | German Citizenship | +49 15208312854 | omargarciag37@gmail.com | linkedin.com/in/omargarciag

PROFILE

Strategy & Operations leader with 10+ years of international experience, combining P&L ownership, commercial strategy, operational excellence and data-driven business management.

Hired by a German manufacturing group to build its B2C business from the ground up. Created and scaled a 14-brand international business unit across Europe and North America, delivering 100%+ year-over-year revenue growth and reaching profitability in its second year. Current performance includes approximately 60% gross margin, 32% EBITDA margin and 21% net margin.

Experienced in business-unit management, pricing, forecasting, international expansion, KPI/OKR systems, process automation and scalable operating-model design. Lead 5 direct reports and coordinate 19 cross-functional contributors, reporting directly to the owner of the Holding.

MBA and MSc graduate. Currently completing a PhD in Business Management.

EXPERTISE

Strategy & Operations | P&L Management | Business Unit Management | Commercial Strategy | Business Planning | Revenue Growth | Profitability & Margin Optimisation | Pricing Strategy | Go-to-Market Strategy | International Expansion | Budgeting & Forecasting | Operational Excellence | KPI & OKR Management | Business Modelling | Process Optimisation & Automation | Capacity Planning | Inventory Management | Supply Chain | Cross-Functional Leadership | ERP & CRM Systems

PROFESSIONAL EXPERIENCE

derTaler GmbH | Berlin, Germany

Head of B2C Business Unit

Jun 2024 - Present

Lead the group's B2C business and 14-brand portfolio across Europe and North America with P&L responsibility. Report directly to the owner of the Holding; lead 5 direct reports and coordinate 19 cross-functional contributors.

- **Own P&L performance and annual business planning**, developing the strategy, growth roadmap and budget across commercial development, pricing, product portfolio, inventory, technology, suppliers, operations and international expansion.
- **Built the B2C business from the ground up**, delivering 100%+ year-over-year revenue growth since launch and reaching profitability in Year 2; current performance includes approximately 60% gross margin, 32% EBITDA margin and 21% net margin after all operating costs.
- **Designed the scalable operating model and full commercial architecture** across 14 brands and 100+ products, integrating standardised manufacturing, product strategy, margin-based pricing, inventory, processes and a vertically integrated supply chain from manufacturing through fulfilment.
- **Built the business-performance management system**, including KPI and OKR frameworks, forecasting models and real-time dashboards covering profitability, conversion, capacity, processing times, quality, cost per order, margins and operational performance.
- **Automated financial and operational decision-making**, including real-time transaction-level profitability calculations and an automated income statement enabling continuous performance monitoring and scenario-based projections.
- **Developed a data-driven volume-pricing strategy** using customer-behaviour analysis, price elasticity, margin modelling and economies of scale, doubling month-over-month sales while increasing profit per transaction.
- **Led international expansion into the United States** across market strategy, pricing, localisation, supply chain and operating setup; the US has become the business unit's second-largest market with a dedicated local team.

Business Development Manager

Apr 2023 - May 2024

Hired to establish the operational, technological and commercial foundation required to launch and scale the group's new B2C business.

- **Designed and implemented the centralised Zoho CRM, Inventory and Analytics environment**, integrating customer, operational, inventory and financial information into a single business-management system.
- **Built real-time dashboards, reports, automated calculations and end-to-end workflow automation**, reducing order administration to a three-click process and providing continuous visibility across business performance.
- **Developed a department-level processing and capacity model** supporting production scheduling, bottleneck identification, resource planning and customer delivery estimates.
- **Built the pricing and multi-location inventory architecture for 100+ products**, linking product economics and inventory decisions to target margins and establishing the infrastructure subsequently used to scale the B2C unit.

PROFESSIONAL EXPERIENCE - CONTINUED

Chronext GmbH | Berlin, Germany

Commercial Strategy Manager

May 2021 - Apr 2023

Leading European luxury-watch platform, trading prestigious brands including Rolex, Patek Philippe, Audemars Piguet, Vacheron Constantin, and Richard Mille.

- **Developed dynamic pricing models** incorporating market conditions, customer behaviour, competitor benchmarks and margin targets.
- **Designed international expansion strategies** that increased inbound traffic by 67% in Italy and 34% in the Netherlands.
- **Developed go-to-market plans and standardised operating processes** supporting expansion into the UK and France.
- **Analysed sales and inventory data** to identify more than €4.5M in slow-moving inventory, informing commercial recovery and liquidation strategies.

Institute of Statistical and Commercial Information | Mexico City, Mexico

Director of Business Intelligence & Market Analysis

Jul 2013 - Dec 2019

*Progressed from Intern to Director, ultimately leading a **37-person** multidisciplinary team responsible for transforming market, economic and commercial data into decision-ready intelligence for international companies, investors and senior decision-makers.*

- **Directed the collection, processing, validation and analysis of multiple data sources** to identify market conditions, commercial opportunities and investment trends.
- **Converted datasets into executive reports, market intelligence and commercially relevant outputs** for business leaders, investors and institutional decision-makers.
- **Led multidisciplinary teams and simultaneous projects**, ensuring quality, accuracy and delivery against defined deadlines and budgets.

EDUCATION

PhD Candidate, Business Management - University of Buckingham | 2025 - 2028

MSc, International Markets - The University of Law Business School, Berlin | 2020 - 2021

MBA, International Business Administration - Instituto Tecnológico Autónomo de México | 2016 - 2017

BSc, Corporate Communication - Universidad Nacional Autónoma de México | 2009 - 2013

SYSTEMS & ANALYTICAL TOOLS

Microsoft Excel | Google Analytics | Salesforce | Zoho | ERP & CRM Systems

LANGUAGES

Spanish - Native | **English** - C1 | **German** - B2