

Javier Enrique Feliu Horne

Entrepreneurial Minded | MBA | Industrial Engineer

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PROFESSIONAL SUMMARY

Industrial engineer and MBA graduate with 15+ years of experience driving data-driven business decisions across manufacturing, marketing, finance, and HR. Skilled at translating strategic vision into actionable insights that boost the bottom line and customer satisfaction. Proven track record leveraging analytics, finances, and technology to optimize processes, strengthen market performance, and achieve profitable growth through cross-functional collaboration.

WORK EXPERIENCE

Independent Consultant & MBA Student, USA

Jun 2022 - Aug 2024

- **Advised business owners** on marketing, pricing, budgeting, and strategy using data insights (SEO, traffic, conversion rates, COGS), presenting KPI dashboard for strategic decision across functional teams.
- In MBA coursework, developed **decision-making frameworks** and market-entry strategies using public data, analytics, financial planning, and pricing to optimize value chains, improve processes, and drive growth.

JEFH Woodshop, Co-founder & Head of Operations, Panama, Panama

May 2015 - May 2022

- **Achieved 30% annual revenue growth over five years**, culminating in a successful sale by applying **market segmentation** and **strategic frameworks** (e.g., SWOT, competitive positioning).
- Developed pricing strategies, product costing, and financial analyses to optimize profitability and align offerings with market demand. Managed P&L, budgeting, and cash flow **to guide growth decisions**.
- **Leveraged analytics** (MS Excel, Google Analytics, Looker Studio) to identify customer trends, refine product designs, and **boost profitability**.
- **Doubled online sales** within a year by executing **omnichannel marketing campaigns** (SEO, Shopify, Klaviyo) and enhancing user experience.
- Implemented **Lean and Agile principles**, reducing waste by **25%** and increasing efficiency by **30%** via data-driven inventory management.
- **Streamlined financial operations** by moving from spreadsheets to **cloud-based ERP/CRM**, improving process alignment and reporting efficiency.

Jorge Zelaya Ingenieros, Field Project Engineer, Panama City, Panama

Sep 2017 - Feb 2018

- **Directed a team of 60+ workers and supervisors** delivering government-funded infrastructure projects, navigating complex social, union, and operational challenges in high-risk areas.

Regatas Panamá, Co-Founder, Panama City, Panama

Jan 2012 - Feb 2015

- **Designed and sold sponsorship packages** to sports brands, television networks, and affinity brands, generating significant revenue and **pioneering Panama's paddling sports event market**.

Panama Canal, Field Project Engineer, Panama City, Panama

Jul 2009 - Sep 2009

- **Collaborated with consulting firms and Panama Canal Authority** to streamline project phases, using Critical Path Analysis to improve logistics and decision-making.

EDUCATION

Boston University, USA Master of Business Administration (MBA)	Aug 2024
Universidad Católica Santa María La Antigua, Panamá 2010 B.Sc., Industrial Engineering	Dec

SKILLS

Languages: Spanish (Native), English (Fluent)

Computer Skills:

- Proficient in Microsoft systems and Linux distributions (Ubuntu, Debian, Fedora, Qubes OS).

Business Strategy & Analysis:

- Market Analysis, Strategic Planning, Data Storytelling, Financial Modeling, Competitive Analysis, SWOT Analysis

Financial Management:

- Pricing Strategies, Budgeting, Profitability Optimization, P&L Management, Cash Flow Management

Operations & Project Management:

- Process Improvement, Lean Principles, Agile Methodologies, KPI Development, Cross-functional Leadership

Technical & Digital Skills:

- Microsoft Office Suite (Excel, Power BI), Google Workspace (Sheets, Looker Studio), CRM/ERP Systems, E-commerce Platforms, and leveraging AI.

ADDITIONAL INTERESTS

- Entrepreneurship, technology trends, woodworking, outdoor activities, boating, and water sports.