

# Javier Enrique Feliu Horne

Entrepreneurial Minded | MBA | Industrial Engineer  
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## PROFESSIONAL SUMMARY

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Industrial engineer and MBA graduate with 15+ years of leadership in operations, marketing, and data-driven decision-making. Proven expertise in leveraging analytics, financial planning, and technology to optimize processes, enhance market performance, and drive profitable growth. Skilled in strategic planning and fostering cross-functional collaboration to achieve measurable business outcomes.

## WORK EXPERIENCE

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### Independent Consultant & MBA Student, USA

Jun 2022 - Aug 2024

- **Advised business owners on digital marketing and business strategies**, leveraging data-driven insights to boost website traffic and reduce churn, delivering a performance-tracking KPI dashboard.
- **Developed decision-making frameworks during MBA coursework**, utilizing public data, financial planning, and analytics to optimize value chains, improve processes, and drive organizational scalability.
- **Designed market entry strategies in MBA projects**, applying financial modeling, pricing strategies, and customer segmentation to align operations with growth objectives and profitability goals.

### JEFH Woodshop, Co-founder & Operations, Panama, Panama

May 2015 - May 2022

- **Grew JEFH Woodshop by 30% annually over five years**, culminating in a successful sale through **market segmentation and strategic frameworks like SWOT and Competitive Positioning**.
- **Developed pricing strategies and product costing frameworks**, optimizing profitability and aligning offerings with market demand.
- **Analyzed customer trends using MS Office (Excel) and Google Big Data tools (GA4 Analytics, BigQuery, and Looker Studio)**, driving data-informed product design and profitability improvements.
- **Streamlined financial operations** by transitioning from spreadsheets to cloud-based ERP and CRM systems, improving efficiency and process alignment.
- **Managed P&L, budgeting, and cash flow**, driving strategic decisions and long-term growth through continuous financial monitoring and analysis.
- **Led and developed a high-performing team of 20 employees and contractors**, fostering accountability and continuous improvement to enhance productivity and quality standards.
- **Executed omnichannel marketing campaigns**, leveraging SEO, Shopify, and Klaviyo, augmented reality tools, to enhance user experience and double online sales within a year.
- **Implemented Lean Manufacturing and Agile principles**, reducing waste by 25% and increasing efficiency by 30% through 5S, CAD/CAM/CNC design, and data-driven inventory management.

### 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**.
- **Managed logistics for open-ocean water sports events**, coordinating racing teams along with on-land and water safety teams to ensure **seamless execution in a fast-paced environment**.

**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

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**Boston University, USA**

**Aug 2024**

**Master of Business Administration (MBA)**

**Universidad Católica Santa María La Antigua, Panamá**

**Dec 2010**

**B.Sc., Industrial Engineering**

## SKILLS

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**Languages:** Spanish (Native), English (Fluent)

**Computer Skills:**

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

**Strategic & Analytical Skills:**

- Market segmentation, strategic planning, regression analysis, forecasting, SWOT, and data storytelling. Proficient in leveraging customer and market insights to drive decision-making and optimize strategies.

**Financial Planning & Analysis:**

- Pricing strategies, financial modeling, risk management, capital budgeting (NPV, IRR, Payback), DCF analysis, profitability optimization. Skilled aligning financial insights with business goals to drive growth.

**Operational Management:**

- Process improvement, supply chain optimization, Lean principles, KPI development, and cross-functional collaboration.

**Technical & Digital Skills:**

- Proficient in Microsoft data analysis and visualization tools (Excel, Power BI), as well as Looker Studio and Google Sheets. Experienced with CMS platforms, digital marketing tools, and leveraging AI.

## ADDITIONAL INTERESTS

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- Interests include **open-source technology**, privacy, Open Source Intelligence (**OSINT**), programming languages, cloud and on premise **computing**, digital social networks, woodworking, and **outdoor** activities. I am also passionate about boating and water sports.