



KARLA ANGELICA GUERRA RAMOS

MBA | NPD | Project & Portfolio Management | Data-driven & Commercially Savvy | Agile way of working

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Mexican • Based in the Netherlands • Open to relocate internationally • Immediately Available

PROFILE SUMMARY

Mechatronics engineer with an MBA in Digital Economy from Maastricht University, experienced in Project Management and PMO governance of global product portfolios, and leading New Product Development (NPD) initiatives under Stage-Gate and Agile approaches. Skilled at business development by bridging engineering and business to turn technical concepts into scalable and market-ready solutions. Strong cross-functional collaboration and stakeholder communication across industrial sectors in multi-regional environments. Proven ability to translate market insights and operations data into strategic decisions, delivering measurable improvements in sales, customer satisfaction, margin, cost and quality. Available to contribute immediately to Dutch industrial environments, with a strong interest in innovation-driven organizations.

KEY ACHIEVEMENTS

- Developed VitaWool, a horticultural growing-media line, opening a new market segment for Owens Corning Latin America by building the business case, sizing the market opportunity, identifying high-runner products, and developing the pricing strategy and P&L (2017–2021)
- Captured USD 4M+ in the residential market by developing energy efficiency analyses in response to customer requests, translating building science insights into tailored product applications for specific client needs (Owens Corning, 2015–2022)
- Generated USD 1.5M in new annual sales in the OEM market from a novel product application developed for the North American railcars market (Owens Corning, 2019)
- Winner of SDG Sustainability Challenge by Soapbox: Identified market penetration barriers for V-Label and developed a low-cost digital repositioning strategy, rebranding V-Label as a symbol of ethical, cruelty-free living for mainstream consumers to accelerate B2B adoption and drive measurable sustainability impact in the Dutch market (Maastricht University, 2025)

PROFESSIONAL EXPERIENCE

Interim Activities During Netherlands Relocation Feb 2026 – Present

Concurrent part-time roles across logistics and manufacturing | Eindhoven Area, Netherlands

- Combined part-time roles at Modexpress, Alloga (3PL operations) and Royal Swinkels (manufacturing support), alongside active Dutch language study to build hands-on local market knowledge and professional network while completing an intensive search for a full-time role aligned with my career path.

Business Consultancy Project Mar 2025 – Aug 2025

ETB Global B.V. | Chemical Manufacturing | Geleen, Netherlands

- Developed an international market expansion strategy as MBA business consultancy thesis, including financial modelling, primary market research, stakeholder interviews, and executive recommendations integrating technical, environmental, and commercial factors

Global NPD Portfolio Coordinator – PMO Jun 2023 – Jun 2024

PPG | Paint, Coating, and Adhesive Manufacturing | Mexico City, Mexico

- Managed global balanced portfolio of product and process innovation projects within a PMO structure with full sustainability KPI compliance, and OTIF targets met through structured milestone monitoring and corrective action reporting
- Designed executive dashboards using Advanced Excel, Power BI, and Oracle Analytics, translating operations data and market insights into clear reports for executive decision-making
- Steered the regional new-product sales portfolio by tracking adoption, retention, revenue, cost, and margin lift to identify performance gaps and improve business-case accuracy

NPD Project & Portfolio Coordinator Jun 2017 – Dec 2022

Owens Corning | Building Materials, Appliances and Horticultural Industries | Mexico City, Mexico

- Led and managed a portfolio of NPD projects, coordinating cross-functional teams across R&D, commercial, operations, and supply chain; used MS project for critical chain and budget tracking, facilitating planning and ongoing sessions
- Translated market and voice of customer (VOC) insights into a strong, iterative pipeline of new growth opportunities, developing business cases and go-to-market roadmaps that achieved a 20% close rate on new market-entry opportunities
- Conducted competitive benchmarking and standards analysis across the product portfolio to support pricing strategy, product line positioning, and go-to-market decisions for new business developments
- Represented Owens Corning as a technical speaker at sustainability and energy-efficiency forums and trade shows
- Produced technical manuals, reviewed commercial materials, and developed internal training manuals to onboard internal teams into new product lines

- Directed 3rd-party production and sourced technology partners to scale supply and technical capability while the horticulture market matured, running on-site validation trials with proprietary product and producing technical manuals and commercial materials, reducing manufacturing cost by 30%
- Designed, built, and commissioned a testing laboratory from the ground up, eliminating dependency on external facilities as part of strategic growth initiatives, reducing customer request response time from 6 weeks to 1 week
- Reduced pre-sale and post-sale technical service lead time by 50% by designing and implementing a digital job-request platform that streamlined workflows

R&D Project Engineer – Innovation Engineer May 2014 – Jun 2017

Owens Corning | Building Materials, Appliances and Horticultural Industries | Monterrey, Mexico

- Coordinated NPD projects by applying Stage-Gate and Agile principles
- Developed technical and financial reports on Owens Corning's product benefits for residential, industrial, and OEM markets, influencing customer purchasing decisions and regulatory acceptance
- Compiled and prepared the technical documentation required for product certifications
- Coordinated R&D projects with university partners, managing external stakeholder relationships and deliverables

Design Engineer Jan 2013 – Apr 2014

Aritex Cading | Industrial Machinery Manufacturing | Puebla, Mexico

Research Intern Mar 2012 – Dec 2012

ESTIA Recherche | Engineering, Research, Entrepreneurship | Biarritz, France

EDUCATION

Master of Business Administration (MBA) Sep 2024 – Sep 2025

Maastricht University – Maastricht School of Management | Maastricht, Netherlands

Bachelor of Science in Mechatronics Engineering Jan 2007 – Dec 2010

Universidad del Valle de Mexico | Mexico City, Mexico

SKILLS

- Horticulture & Growing Media: Growing Media, Protected Agriculture, Crop Trial Coordination, Technology-Partner Sourcing
- Analytics & Reporting: Power BI, Tableau, Oracle, SAP, Advanced Excel, KPI Design and Tracking, Executive Reporting
- Methodologies: Agile, Stage-Gate, Design Thinking, Voice of Customer (VoC)
- Project & PMO Tools: MS Project, Stage-Gate software, SharePoint, Microsoft Teams

LANGUAGES

Spanish – Native | English – Fluent (C1) | Dutch – A1, actively learning | French – B1

PROFESSIONAL DEVELOPMENT

- International Course in Berries Production – Intagri (2019)
- Hydroponic Systems Types – Hidroponia Monterrey (2018)
- Protected Agriculture Cultivation in Latin America – Sociedad Mexicana de Agricultura Protegida (2020)
- Agile Fundamentals – Maastricht School of Management (2025)
- Supply Chain Gaming – The Fresh Connection, Maastricht School of Management (2024)
- Product Strategy – Northwestern University, Kellogg School of Management (2022)
- Professional Project Management – Universidad del Valle de Mexico (2021)
- Financial Evaluation of Projects – Instituto Tecnológico Autónomo de México, ITAM (2019)

VOLUNTEERING

- Animal Welfare Squad – PPG Latin America: coordinated large-scale spay campaigns for stray animals (2023–2024)
- Corporate Volunteer Program, Owens Corning: training programs for at-risk youth (2019–2022)

PERSONAL ACTIVITIES

International cinema as a way to explore cultural diversity and global perspectives | Enthusiastic Latin music dancer to unwind and connect with others | Building LEGO sets (relaxing, and seeing small steps turn into a finished build)