Andrea Reyes

General Manager

Mandaue City, Philippines · andrea.reyes@example.com

PROFILE

General manager responsible for a three-depot home goods distributor serving 180 independent retailers. Owns the operating budget and leads buying, logistics and customer service through five department heads. Built a common weekly review that ties branch decisions to cash, service levels and stock availability.

AREAS OF EXPERTISE

- Profit and loss management
- Supplier negotiation
- Distribution operations
- Leadership development
- Working capital
- Service recovery

EXPERIENCE

Talisay Home Distribution 2020 – Present

General Manager

Direct depot managers across purchasing, inventory and last-mile delivery for independent retail customers.

- Raised on-time delivery from 87% to 95% in twelve months by moving order cut-offs, reserving capacity for back orders and reviewing failed drops with dispatch every Monday.
- Negotiated revised reorder terms with eight suppliers and released ₱6.2 million tied up in slow-moving inventory without cutting availability of the top-selling lines.
- Developed two depot supervisors into regional leads, transferring responsibility for the staffing budget and monthly retailer service reviews in stages.

Banwa Retail Supply 2014 – 2019

Regional Operations Manager

Oversaw four delivery territories and served as the escalation point for retailer service failures.

- Managed four service territories and rebuilt the delivery calendar around market days, reducing repeat trips to closed outlets.
- Introduced a depot scorecard showing shortages, undelivered orders and overtime together so branch leaders could see the cost of late loading.
- Led the relocation of a regional cross-dock, coordinating stock counts and supplier bookings so customers continued receiving orders during the move.

EDUCATION

BS Business Administration, 2007

Cebu Harbour College

- Completed a postgraduate management program in supply chain finance and led a field study of retailer replenishment decisions.

AFFILIATIONS AND CERTIFICATIONS

Executive Certificate in Operations Finance, Cebu Harbour College, 2018. Member, Visayan Distribution Managers Forum.