



Riday Arevalo

Business Transformation, Strategy & Operational Excellence

Accomplished and growth-focused executive with extensive international leadership experience driving commercial performance, enterprise transformation, and continuous improvement across the automotive sector in the Middle East and Central America.

Proven expertise in translating corporate strategy into executable business plans, aligning executive leadership through Hoshin Kanri, and leading large-scale Kaizen programmes. Recognised for delivering sustainable business transformation by enhancing commercial performance, optimising operating models, improving supply chain efficiency, and embedding a high-performance culture. Track record of managing complex P&Ls, leading cross-functional teams on strategic priorities, and implementing data-driven improvement initiatives that increase profitability, elevate customer experience, and drive workforce engagement.

Areas of Expertise

P&L Management | Strategic Planning & Execution | Corporate Governance & Compliance | Sales Strategy & Execution | Procurement & Strategic Sourcing | Supply Chain & Inventory Optimisation | Business Performance Optimisation | Hoshin Kanri Deployment | Performance Management Frameworks | Operational Governance | Organisational Change Management | Executive Stakeholder Engagement | Warehouse & Distribution Management | Business Process Optimisation | Enterprise Programme Leadership | Kaizen Management Systems | Continuous Improvement Leadership & Governance | Project & Portfolio Management | PDCAA Methodology

Professional Experience

Abdul Latif Jameel – Dubai, U.A.E.

2023 —

Premier MENA/European mobility group & world's largest independent Toyota & Lexus distributor

General Manager, Kaizen Support Center – Dubai, U.A.E.

Align executive leadership across international markets to convert strategic priorities into annual Hoshin Kanri plans, governance models, and measurable business objectives. Orchestrate enterprise-wide Kaizen deployment across multiple markets, managing programme planning, execution, governance, executive oversight, and performance evaluation. Oversee National Kaizen Championships, assessing business impact, recognising outstanding team achievements, identifying transferable best practices, and advancing high-performing initiatives to regional competition.

- Achieved 102% of strategic business KPIs across international markets under leadership, successfully exceeding year-to-date performance objectives for 2026.
- Elevated enterprise-wide improvement maturity, increasing Kaizen participation by 24%, achieving record 52% workforce engagement, and expanding continuous improvement pipeline by 73% across multiple international markets.
- Established regional Centre of Excellence for continuous improvement, creating central knowledge hub that accelerated best practice adoption, standardised successful methodologies, and improved on-time initiative delivery to 95%.
- Transformed regional recognition programmes by modernising National Kaizen Championship and launching 2026 Regional Kaizen Marathon in Saudi Arabia, showcasing high-value improvement projects and accelerating cross-market adoption of proven practices.
- Cultivated organisational capability by mentoring leaders in Hoshin Kanri, Kaizen, structured problem-solving, project delivery, and Continuous Improvement disciplines.
- Embedded Hoshin Kanri and Kaizen Management System standards across international markets, strengthening governance, ensuring consistent adoption, and sustaining long-term operational excellence.
- Guided cross-functional leadership teams through PDCAA improvement cycle, defining measurable performance targets, resolving operational challenges, and maintaining alignment with strategic objective.

Leading Guatemalan group & major independent distributor of Toyota, Lexus, Audi, BYD, Chevrolet & top global OEMs

Operations Manager - Guatemala

Oversaw end-to-end Aftersales functions, delivering financial, operational, commercial, and customer service objectives in line with business targets. Managed Service, Body & Paint, and Parts operations, maximising productivity, workshop capacity, service quality, and resource efficiency.

- Boosted Roosevelt dealership sales by 14% year-on-year through stronger commercial strategies and improved execution.
- Developed dedicated Aftersales workflow for pre-owned vehicle preparation and reconditioning, shortening vehicle turnaround times, increasing workshop throughput, and securing corporate recognition as a Best Practice initiative.
- Directed dealership Aftersales operations, driving sustainable business growth, operational efficiency, customer satisfaction, and commercial performance.

Excel Automotriz

2005 — 2021

Central America's largest automotive group; distributor of Toyota, Lexus, Nissan, Kia, Hyundai, BMW and other OEMs

General Manager of Spare Parts Business - Guatemala, 2018 — 2021

Steered Spare Parts business with full P&L accountability across commercial operations, procurement, supply chain, logistics, marketing, and customer service for multiple automotive and aftermarket brands. Crafted nationwide commercial strategies for 11 retail outlets and 22 wholesale representatives, expanding market penetration, strengthening customer retention, and increasing revenue.

- Engineered strongest commercial recovery across company's Central American operations during COVID-19 pandemic, while securing region's second-highest Excel Parts Standards certification for two consecutive years.
- Recalibrated inventory strategy, reducing total stock by 27% and non-moving inventory by 52% and increasing Gross Margin Return on Inventory Investment (GMROI) by 25%.
- Synchronised international and domestic sourcing activities, balancing inventory investment, product availability, and working capital against demand forecasts.
- Administered end-to-end distribution operations for 6,000 m² central warehouse managing over 26K SKUs, supporting nationwide retail, wholesale, and dealership networks.
- Positioned retail, wholesale, and digital sales channels for sustained growth through targeted marketing and business development initiatives.
- Instituted a dedicated wholesale sales structure that increased Spare Parts revenue by 7% compared with 2018.
- Fostered strategic alliances with global vehicle manufacturers and aftermarket suppliers, including Nissan, Mitsubishi, Kia, Ford, BMW, FUSO, and leading international brands.

Regional Manager 3S Business, Honduras, 2014 — 2018

Governed regional 3S operations across Northern Honduras, assuming full accountability for Vehicle Sales, Aftersales, Spare Parts, financial performance, administration, and people leadership. Accelerated commercial performance across six dealerships representing Mitsubishi, Hyundai, Honda, BMW, and FUSO, strengthening market share, sales growth, and customer loyalty.

- Generated sustained business growth, increasing annual Vehicle Sales by 6%, Spare Parts Sales by 11%, and Service Sales by 13% through commercial optimisation and operational excellence.
- Coordinated regional Human Resources, Operations, and Internal Audit functions, reinforcing governance, regulatory compliance, and organisational effectiveness.
- Devised integrated marketing initiatives across Vehicle Sales, Aftersales, and Spare Parts, increasing market visibility, stimulating demand, and supporting sustainable growth.
- Shaped Aftersales strategy spanning Service, Body & Paint, and Spare Parts, enhancing profitability, operational effectiveness, and customer retention.
- Streamlined inventory planning, reducing Spare Parts stock by 12% while preserving product availability and customer service standards.
- Fostered a customer-first service culture that secured the "You Delight Customers" award for three consecutive years (2016–2018) by achieving highest Net Promoter Score (NPS) among Service Advisors.

National Parts Manager, Honduras, 2007-2014

Commanded Spare Parts operations across commercial management, procurement, supply chain, logistics, marketing, and customer service for multiple automotive and aftermarket brands. Formulated nationwide commercial plans for retail and wholesale operations, driving revenue growth, profitability, and long-term customer loyalty.

- Secured consistent year-on-year sales growth, earning recognition in 2013 as Group's top-performing operation for financial performance.
- Conceived and delivered a new Spare Parts Distribution Centre with 10-year capacity strategy, including regional distribution sub-centre to support future expansion and operational efficiency.
- Collaborated with IT as the business subject matter expert to introduce ERP enhancements based on Just-in-Time (JIT) logistics principles, improving operational efficiency and enabling scalable growth.
- Launched integrated marketing campaigns across retail, wholesale, and digital channels, strengthening market positioning and expanding sales opportunities.
- Nurtured strategic partnerships with vehicle manufacturers and aftermarket suppliers, including Mitsubishi, Hyundai, Honda, BMW, FUSO, and leading international brands, ensuring commercial alignment and product continuity.
- Orchestrated international and domestic sourcing, inventory investment, and replenishment planning, aligning stock levels with demand forecasts and business objectives.

Aftersales Manager, Nicaragua, 2005 — 2007

Spearheaded nationwide Aftersales operations, overseeing Service (Mechanical and Body & Paint), Spare Parts, commercial performance, operational delivery, and financial outcomes. Maintained strategic partnerships with Mazda, Ford, Hyundai, Honda, and Volkswagen, ensuring OEM compliance while supporting business development priorities. Supervised Central Parts Warehouse and Service Workshop operations, improving workflow efficiency, resource utilisation, inventory accuracy, and service quality.

- Revitalised the Aftersales operation, delivering highest improvement in Excel Automotive Standards certification across Group's service network.
- Architected commercial strategies that accelerated Service and Spare Parts growth, strengthened customer retention, and improved business profitability.
- Implemented targeted marketing programmes that expanded market penetration, increased customer loyalty, and enhanced commercial performance.
- Reconfigured Central Parts Warehouse, increasing operational efficiency and expanding capacity to support three additional vehicle brands

Additional Experience

National Logistic & Inventory Manager, Honduras, Grupo Flores – Honduras

Education

Master in Information Technology Management

Universidad Virtual del Tecnológico de Monterrey – Nuevo León, Mexico

Industrial Engineering

Universidad Nacional Autónoma de Honduras – Tegucigalpa, Francisco Morazán, Honduras

Languages

Spanish (Native) | English (Fluent)

Digital Expertise

Enterprise Business Systems (ERP) | Business Intelligence (BI) & Advanced Analytics | AI-Integrated Strategic Planning & Large Language Model (LLM) Support | Microsoft 365 Collaboration Suite | Digital Business Transformation Technologies | Executive Performance Management Systems