



Luis A. Cervantes



With over 25 years experience in general management, manufacturing, logistics, exports from Mexico to the US, Europe and Latin America and aftersales. He has been leading negotiations of joint ventures in Mexico for USA and Europe, as well as in transforming companies to Lean Manufacturing and achieving ISO 9001 certification. Always forming high-performance teams and focused on achieving goals.

He has also made several publications and received some distinctions. Since 2010 runs his franchise Action COACH focused on reeducation and support for business owners and managers to improve their results and enjoy their work.

He is Mechanical and Electrical Engineer from UNAM, Master in Business Administration from the IPADE, Doctor of Business and Economic Studies at the University of Guadalajara and certified Business Coach by COACH Action.



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