

Martin Machin Cladera

Rbla. República de Chile 4507/104 - Montevideo - Uruguay - 11400

Phone: +598 9 987 1618 Mail: martin.machin@gmail.com

Citizenship: *Uruguayan – Italian*

www.linkedin.com/in/martin-machin-cladera-667313/

Summary

Entrepreneur and experienced executive with strong business and technical qualifications, holding a Master in Business Administration and a Computer Science Engineering Degree.

Demonstrated ability leading diverse multicultural groups of professionals, building and enabling teams to achieve challenging business goals in a global environment.

Worked in banking, dairy industry and professional services companies in different digital transformation initiatives. Delivered solutions in the space of logistics & distribution, e-commerce and retail, banking, financial services and insurance, government, health care, travel and tourism, artificial intelligence, IT infrastructure, telecommunications, ERP systems and international quality standards.

Mentor in Endeavor Uruguay and ORT University Innovation and Entrepreneurship Center (CIE), participates in CIE Entrepreneurs Selection Committees, has evaluated projects for Uruguay National Agency for Research and Innovation (ANII), and integrates an investment group focused on emerging technologies with former MBA classmates.

Education

Harvard Business School – Boston, Massachusetts, USA
Delivering Information Services, July 2008

Universidad de Montevideo – IEEM – Montevideo, Uruguay
MBA, Business Administration, March 2003 - December 2004

Universidad de la Republica - Engineering School – Montevideo, Uruguay
Ingeniero en Computación, Computer Science Engineer, April 1988 - September 1993

Languages: Spanish, English, French, Portuguese

Conaprole - Management program for dairy farmers (San José, Uruguay, July - November 2002)

Universidad de Montevideo – IEEM – Top management of talent based companies (October 2009)

Universidad de Montevideo – IEEM – The art of leadership – Developing capabilities to make more things (September – October 2011)

Universidad de Montevideo – IEEM – Family Business – Multigenerational Business Family (October 2013)

Interamerican Investment Corporation – Corporate Government for Family Business – Asunción, Paraguay (October 2015)

Universidad de Montevideo – IEEM – Boards, what are they for? (September 2016)

Experience

Pyxis SA – Pyxisportal Group www.pyxisportal.com

Executive Director (*board member and shareholder*)

December 2011 – March 2019

Pyxis is a professional services company focused on information technologies, founded in 2009, headquartered in Montevideo, Uruguay, with operations in Chile, Colombia, Mexico and United States. Joined as executive director in December 2011. By 2018 fiscal year end Pyxisportal group revenues exceed USD 10 million and is supported by a team of more than 200 consultants.

Has worked actively in the development of ecommerce capabilities and relationship with customers, systems integrators and SAP in North America and Latin America. Enabled the professional services partnership level with SAP to implement C/4HANA Customer Experience portfolio (Commerce, Marketing, Customer Data Cloud – Gigya), and developed the market in Latin America and North America. Involved in partners management and startups boards, including IT infrastructure, DevOps, big data, machine learning, social media listening (www.idatha.com), telecommunications (www.catalyst.com.uy and www.kinetix.com.uy), cloud based products (www.asismexico.com) and Adobe Marketing Cloud (www.conexiogroup.com). Business development and delivery in digital transformation initiatives for companies in retail, banking and financial services using agile methodologies.

arvato systems

Sales Manager LATAM - January 2014 – March 2016

Led business development activities in the Latin America partnership with arvato systems, particularly Brazil.

eCommerce Business Unit: Business development for omnichannel solutions based in SAP hybris technology in Latin America, with main focus in Brazil, Colombia, Chile, Peru, Ecuador and Mexico.

Key achievements:

2018: Developed Pyxis operations in North America (New York, United States), strengthening existing relationships, acquiring new customers and increasing the geography revenue and pipeline. Strengthened the Banking and Financial Services relationships in Uruguay and increased the projects and revenue in this sector.

2017: Strengthened the relationship with SAP in Latin America and business development and delivery operations in the region. Started engagement with SAP North America and prepared a project to start operations in United States. Business development in Uruguay market focused in Banking and Financial Services.

2016: Enabled Pyxis Professional Services partnership with SAP in Latin America, developing business in Argentina, Chile, Colombia, Mexico, Peru and United States.

2015: Developed the joint venture operations with Arvato systems in Latin America, for eCommerce with SAP hybris. Engagement with SAP and business development in Brazil, Chile, Colombia, Ecuador, Mexico and Peru. Actively engaged in developing North America market for Conexio Group in Adobe Marketing Cloud, developed relationship with digital agencies.

2014: Supported Arvato Systems in the growth of teams and projects delivered from Uruguay, and Conexio Group (board member) to develop North America market in Adobe Experience Manager.

2013: Contributed to strengthen the relationship with Arvato Systems to increase projects, team and revenues. Started the company Conexio Group focused on Adobe CQ.

2012: Provided support to start the hybris delivery team and operations for Arvato Systems North America in Uruguay for ecommerce development.

2010-2011: Started the Travel and Tourism unit within Pyxis ecosystem, with ecommerce, property management systems and digital marketing, partnering with companies in Balearic Islands (Spain).

Customers served: through systems integrators or directly delivered solutions for P&G, Levi's, Houghton Mifflin Harcourt, Gymboree, Nikon, Bombardier, Tesla, Whirlpool, Ford, Rackroom Shoes, QBP, Service Now, Splunk, American Bureau of Shipping, Belcorp, Mabe, BBVA, Scotiabank, ATB Financial, Itau, Visa, among others. Engaged with Isobar, SAP, Merkle, Axis41, Valtech, Zaelab, Ernst & Young, Keyrus, iciDigital, Infield Digital (acquired by Bounteous), Pentalog, Axxiome, etc.

Machin Cladera SC

Director (*board member and shareholder*)
June 2010 - Present

Director in a family business dedicated to dairy production and agriculture. Based in Florida (Uruguay), generates 2.5 million milk liters annually and a portion of the cattle food. It is managed a Holstein cattle herd of 1100 heads, 3 milking centers and a rearing field. A family generational transition has been successfully completed, starting a phase of significant production growth. The company also runs a small sand mine for sales in the area.

Participates in the board with monthly sessions, strategic and management control activities. The company is part of the dairy farmers association Grupo Cardal and CREA.

Tata Consultancy Services

Delivery Center Head / Country Manager – Uruguay Global Delivery Center
September 2003 – November 2011

Actively involved in a growing operation becoming the Delivery Center Head of the Uruguay Global Delivery Center for 2 years, with more than 900 employees and accountable for more than USD 30 million in revenues. Responsibilities included operational excellence, on time, on budget and on quality service delivery, customer satisfaction, human resources management, revenue, budget and margins management. Services were delivered to customers in USA, Europe and Latin America, and had delivery responsibilities in Uruguay, Argentina and Colombia. Deputy Delivery Center Head from 2003 until 2009. Helped customers in their transformation initiatives, restructuring and nearshoring, operations consolidation, digitalization, software development, application maintenance, operations support, help desk and business process outsourcing.

Key achievements: *Strong contributions to the growth of Uruguay Global Delivery Center, with operations in Montevideo and Buenos Aires, in both administration management and service delivery. Key account growth, recruiting and competency development. Lead local operations transformation, in order to align to new regional organization strategy and business performance improvement.*

2010 - 2011: Delivery Center Head. Center growth and alignment with Argentina and Colombia cluster unit.

2008 - 2009: Delivery Head Banking, Financial Services and Insurance and Government. Global accounts growth. Managed delivery teams in Argentina, Colombia and Uruguay.

2007: Support Groups Head (Infrastructure, Human Resources, Training, Quality, Manpower Allocation). Supported the operations setup in Bogota, Colombia.

2005 Regional Accounts Delivery Manager (Latin America). Delivery Center Manpower Allocation Task Committee Head. Supported the operations setup in Buenos Aires, Argentina.

2004: Delivery Manager with focus in Chile customers. Delivery Center Manpower Allocation Task Committee Head. Uruguay Global Delivery Center CMM Level 5 certification.

Customers served: McKesson, Target, Cisco, PWC, Bank of America, American Express, Ameriprise Financials, Barclays Portugal, BCI Chile, AIG/Chartis Chile, Santander (Chile, Spain, Mexico), Royal Sun Alliance (UK, Brazil, Argentina), ING Chile, Bancolombia, Marsh UK, TAM,

Telefonica (Spain, Colombia), ETB (Empresa de Telefonos de Bogota), Colombia Ministry of Economics, Chiquita Brands, etc.

CONAPROLE

Software Development Manager
February 1994 – September 2003

Conaprole (www.conaprole.com.uy) is the largest dairy industry in Uruguay and one of the largest companies in the country.

Head of the applications development team. Project management, resource management, contracts negotiation. SAP R/3 support and maintenance, and custom applications for dairy industry (Genexus based). Assisted actively the CIO in several strategic projects and reengineering, IT management and IT budget planning. Managed up to 20 people.

Participated actively in the deployment of new telecommunications and network infrastructures, office automation packages, and implementation of an ERP from the early phases of process reengineering and product/vendor selection across all group companies (PROLESA, CERREALIN, CONAPAC, CEMESA, etc.).

Key achievements: *Through many roles, involved in the largest digital transformation of the company from 1995 to 2003, from isolated entities connected through and IBM AS/400 with few applications to a full connected and integrated state of the art digital core based in SAP ERP and a custom development for dairy software applications.*

2000 - 2003: Software Development Manager – Deputy CIO

1995 - 2000: IT Infrastructure Manager

1994: IT Infrastructure support engineer

Professor at Universidad Católica del Uruguay Dámaso Antonio Larrañaga (UCUDAL)

August 1992 - March 2000

In the Engineering School conducted courses related to Artificial Intelligence, Natural Language Processing and Logic Programming.

Systems Analyst at Banco Comercial – Ediguay S.A.

April 1992 - February 1994

The bank was one of the main banks in Uruguay and owned the largest private data center in the country, running IBM mainframes serving 40 connected branches. After several restructures this operation has been acquired and is operated by Scotiabank.

Involved in financial and banking applications implementation and support, branch software and networking, home banking and digital signatures.

Key achievements: *Strong contribution to the deployment of a national network of 40 branches, and implementation of digital signatures management application. Involved in one of the largest banking transformations in Uruguay, downsizing an IBM mainframe and installing client server networks and applications to improve and strengthen customer services.*

Systems Analyst at IBM – International Business Machines

April 1991 - March 1992

Financial and Banking applications support and implementation.

Scholarship, strong technical training and onsite customer support. Involved in the digital transformation of Banco Comercial (Uruguay), downsizing an IBM mainframe and installing client server networks (IBM FBSS – Financial Branch System Services)