

WILHELM HITZ – EXECUTIVE BIOGRAPHY

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Managing Director | Business Transformation | Value Creation | Operational Excellence | Digital Transformation

PROFESSIONAL PROFILE

International Managing Director and Business Transformation Executive with more than 30 years of international leadership experience across multinational corporations and family-owned businesses in consumer goods, pharmaceuticals, logistics, industrial distribution and retail.

Throughout his career, Wilhelm has successfully led business turnarounds, enterprise-wide transformations and digital modernization initiatives by aligning strategy, people, processes and technology to create sustainable value. His executive experience spans General Management, Finance, Operations, Supply Chain, Procurement, Human Resources, Information Technology and Commercial functions across Europe and Latin America.

Recognized for combining strategic vision with disciplined execution, he has consistently delivered profitable growth, operational excellence, governance improvements, organizational redesign, working capital optimization and customer-centric transformation while building high-performing, people-focused organizations.

EXECUTIVE HIGHLIGHTS

- More than 30 years of international executive leadership across Europe and Latin America.
- Progressive career from Plant Manager to Managing Director, leading Operations, Supply Chain, Information Technology, Finance, Human Resources, Commercial and General Management.
- Extensive experience leading business transformation, turnaround programmes, ERP implementations, digital transformation, governance modernization and post-merger integration.
- Proven track record delivering profitable growth, operational excellence, cost optimization, working capital improvement and enterprise performance management.
- Trusted advisor to founders, shareholders and Boards of Directors, combining strategic thinking with hands-on execution.
- Passionate about building people-centric organizations, strengthening leadership capability, embedding accountability and creating data-driven management cultures.

CAREER SNAPSHOT

Managing Director – Herraiz

Leading the end-to-end transformation of a family-owned industrial distribution company, driving profitable growth, operational excellence, procurement optimization, customer and employee experience, governance and digital transformation.

Corporate General Director – Grupo Agora Invest

Led the transformation of a multinational family-owned holding company, returning the Group to profitability after three consecutive years of losses through organizational redesign, shared services, governance and digital transformation. Member of the Advisory and Compliance Boards.

General Manager, Corporate Services Division – Lacer Pharmaceutical Group

Executive Committee member who co-led the corporate strategic plan with McKinsey & Company while accelerating enterprise-wide digital transformation, governance modernization and organizational effectiveness.

PepsiCo (24-year International Executive Career)

Held progressively senior executive positions across Operations, Supply Chain, Finance, IT, Risk & Compliance and Global Transformation in the Dominican Republic, Puerto Rico, Mexico, Guatemala and Spain, culminating in global leadership responsibilities.

LEADERSHIP PHILOSOPHY

I build high-performing, customer-centric and people-first organizations by aligning strategy, people, processes and technology to deliver sustainable value creation and profitable growth