CARLOS ANDRES ARIAS VARELA

+57 3164829532 carlos.arias@eiragroup.co LinkedIn Cali, Colombia

PROFILE

Results-driven Industrial Engineer with 20+ years of experience in financial planning, incentive compensation, business intelligence, and automation projects across multinational companies in Latin America. Proven track record in designing pricing models, automating commission structures, implementing dashboards, and managing data-driven transformation processes. Fluent in English, with advanced skills in data automation, analytics, and strategic consulting.

CORE COMPENTENCIES

- Commission Plans Design & Automation
- ETL & Data Transformation | Data Validation
- Sales Performance Analysis & KPIs
- Process Automation (Scripting in VBA, JS, PHP, Python, API REST)
- BI Dashboards (Power BI, Longview, Looker Studio)
- Financial Modeling | Scenario Planning
- CRM / ERP Integration (SAP, JD Edwards)
- Data Migration & Implementation Projects.
- SaaS Platforms Integration & Optimization.
- Technology Consulting for Startups & Enterprise Systems

CONTACT

PHONE:
+57 321 604 0024

ADDRESS:
Cali, Valle del Cauca.

EMAIL:
caariasvarela@gmail.com

LINKEDIN:
https://www.linkedin.com/in/carlosariasvarela/

VISA

Canadian Visa – V1
American Visa – B1/B2

PROFESIOIONAL EXPERIENCE

Founder & Managing Partner
EIRA GROUP SAS – Business Consulting & BI (Jul 2023 – Present)

- Designed incentive structures, dashboards, and automation models using AI and data tools.
- Advised companies on data transformation, financial strategy, and performance reporting.
- Supported implementation of remote commission plans and onboarding processes.
- Led data migration projects from legacy systems to cloud-based SaaS platforms, ensuring data integrity, validation, and seamless deployment.
- Delivered end-to-end implementation for reporting and performance tracking using BI tools integrated with ERP/CRM systems

Key Projects:

- **Groupe Fourmis SAS (2024-2025)**: Strategy design to
- **Smiles by Mario Montoya (2023):** Geo-segmentation analysis to optimize marketing ROI.
- **Orbidi SAS (2023):** Data architecture design for dashboards in operational processes.
- **Grupo Cuatro GASA (2023):** Competitive analysis in Colombian medical supply market.
- **Wekall (2023):** Create, develop, implementation, data analyst and automation process for sales, finance, operation, and customer success.

FP&A Manager – North & South LATAM
Allergan – Abbvie Company (May 2021 – Jan 2023)

- Managed financial reporting across 10 countries.
- Automated daily sales & profitability reports by client and product lines.
- Led system migration between Allergan & Abbvie, ensuring uninterrupted operations.
- Designed return policies aligned with global financial frameworks.
- Contributed to data consolidation and migration between Allergan and Abbvie systems as part of LATAM integration initiative.

Sales Support Manager
Baxter Laboratories (Mar 2017 – Jun 2020)

- Created an automated incentive platform improving sales team retention.
- Developed pricing models that boosted sales by 13% in 2018 and 17% in 2019.
- Integrated internal and external datasets (government portals) to identify new markets.
- Reduced channel price variance by 9% through data-driven strategy.

Field Services Manager – LATAM
Baxter Laboratories (Jun 2014 – Feb 2017)

- Deployed equipment leasing monetization models in Colombia and Chile ($123K in 2016).
- Implemented billing system for damaged equipment recovery ($37K recovered).
- Achieved 100% preventive maintenance coverage in Colombia.

JOBS SKILLS

Adaptative leadership
Organized
Financial Reporting
Analytical ability
Problem solving skills.
Customer orientation
Attention to details.
Effective Communication

PERSONAL SKILLS

Adaptability
Social intelligence
Responsibility
Critical thinking

TECHNICAL SKILLS

Scripting Languajes: Javascript, HTML, CSS, PHP, Python, API REST, SQL
Database Tools: SQL Server, MySQL, PostgreSQL
BI Tools: Power BI, Looker Studio, Longview.
ERP System: SAP, JD Edwards
Automation: Make, Zapier
Office software: Office O365 (Excel, Word, PowerPoint), Google Sheets
IA Tools: ChatGPT, Gemini, Claude, Deepseek, Perplexity
System Integration (CRM/ERP/BI)

ACKNOWLEDGMENTS

Finance Awards 2012
Meritorious distinction 2000

LANGUAGE SKILLS

Spanish Native
English Advanced (Speaking, Writing)
Embassy Canadian Institute 2015
Victoria, Canada

OTHERS

Board of Directors Member FODEBAX
2007- 2018

EDUCATION

UNIVERSITY OF CAMBRIDGE - Emeritus
Business Analytics – Oct 2020
Making decisions based on data.
Business Analytics Certificated (Id 25276680)

ICESI UNIVERSITY
Production Management Specialist
January 2003 – December 2005

JAVERIANA UNIVERSITY
Industrial Engineer.
January 1995 – June 2000
Meritorious distinction for degree work.