

Alex Orozco

Logistics AI Specialist

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PROFESSIONAL SUMMARY

Logistics AI Specialist & Operations Transformation Leader with 15+ years of experience in freight forwarding, international operations, pricing, sales, and process optimization. Recognized for rapidly identifying operational bottlenecks and deploying AI-powered workflows, business intelligence platforms (DOMO), and automation solutions that deliver measurable efficiency gains. Proven ability to influence C-level stakeholders, translate business needs into technical requirements, and drive technology adoption across non-technical teams. Self-taught in modern AI tools and capable of vite-coding complete web applications. Bilingual English/Spanish.

CORE COMPETENCIES

AI Enablement & Workflow Improvement • Business Intelligence & DOMO • Data Aggregation, Cleanup & Transformation • Cross-Functional Collaboration • Process Documentation & SOP Development • Requirements Gathering • Technology Adoption & User Support • Freight Forwarding & Logistics Operations • CargoWise Reporting & Workflow Visibility • Process Automation Initiatives • KPI Reporting & Data Analysis • Team Training & Operational Support • Client Onboarding & Success • English / Spanish Bilingual Communication

PROFESSIONAL EXPERIENCE

Logistics AI Specialist – I.T. Team

PGL (Perimeter Global Logistics) — Dallas, Texas, United States

March 2026 – Present

- Leading company-wide DOMO business intelligence implementation (currently 75% complete), collaborating directly with data scientists, engineers, third-party developers, and stakeholders to build scalable analytics, Snowflake schemas, and foundational data layer for future agentic AI automation.
- Partnered with IT Director to design and present executive-level DOMO proof-of-concept, securing approval and shifting the organization away from non-scalable PowerBI environment.
- Built high-trust relationship with company owner/chairman through in-depth strategic discussions; ideas and concepts now directly informing software development efforts with external engineering resources.
- Serve as primary bridge between operations and IT, translating complex business requirements into actionable AI-enabled workflows and process improvements.
- Actively championing adoption of advanced AI development tools (Claude Code, Perplexity, etc.) to replace legacy RPA approaches and accelerate internal capability building.

Client Success Coordinator

PGL (Perimeter Global Logistics) — Dallas, Texas, United States

September 2025 – March 2026

- Leveraged self-taught AI expertise to introduce Make.com workflows, Gamma.app, advanced prompting techniques, and custom GPTs/Gems, redesigning SOP aesthetics from scratch and authoring 50+ standardized operating procedures and related documents.
- Automated Quarterly Business Review (QBR) data transformation and reporting processes, reducing preparation time from 2 weeks to 1 day.
- Conducted head-to-head evaluation of PowerBI vs. DOMO, built and presented proof-of-concept to leadership demonstrating DOMO's superior scalability and MagicETL capabilities (drawing on prior full implementation success).
- Drove technology migrations including Monday.com ! Jira and SolarWinds ! Jira QBR analytics and training.

Sales Executive

Central Cargo North America Inc. — Dallas-Fort Worth, TX

October 2024 – May 2025

- Drove sales of international freight forwarding services in a high-volume operations environment, managing client relationships and generating spot quotes to support revenue growth.
- Transitioned seamlessly into operations leadership when business needs shifted, demonstrating versatility across sales and execution functions.

Operations Supervisor

Central Cargo North America Inc. — Dallas-Fort Worth, TX

October 2024 – May 2025

- Served as Operations Supervisor with assistant branch manager responsibilities, overseeing all warehouse operations, domestic trucking, and international freight forwarding functions.
- Managed end-to-end logistics execution for multi-modal shipments, ensuring timely and accurate processing across the full supply chain.
- Identified critical sales gap and proactively took on sales responsibilities in the absence of dedicated representatives, supporting revenue generation during a period of limited resources.

Pricing & Contracts Manager

Point Global Logistics — United States (Remote)

June 2022 – June 2024

- Built the Pricing & Contracts department from the ground up as its first dedicated team member, establishing all processes for airline and steamship line contract negotiations.
- Successfully negotiated and implemented a complete portfolio of carrier contracts while simultaneously managing every spot-quote opportunity (previously handled by a full team), ensuring timely and profitable responses.
- Designed and launched a Rate Management System (RMS) and created weekly executive reporting dashboards covering quote volume, win rate, revenue forecasts, profit margins, and modal breakdowns — delivering previously unavailable visibility into company performance.
- Managed end-to-end contract lifecycle and pricing strategy, directly supporting sales and operations with accurate, data-driven rate structures.

Inside Sales Supervisor

Crane Worldwide Logistics — United States

August 2021 – June 2022

- Built and led a brand-new Inside Sales department from the ground up, responsible for handling all international freight quotations across multiple Crane regions.
- Trained and upskilled pricing specialists on proper international shipment pricing methodologies and sales support processes.
- Designed and implemented a comprehensive weekly metrics reporting system tracking quotation volume, win rates, and performance breakdowns by region, sales representative, client, mode, and direction — delivering previously unavailable visibility into sales effectiveness.
- Developed processes that were later adopted and rolled out across the entire Crane Worldwide organization.

International Operations Manager

Team Worldwide — Dallas/Fort Worth, TX

August 2018 – June 2021

- Led international operations for freight forwarding, overseeing end-to-end shipment execution, carrier coordination, and process optimization across import and export activities.
- Managed daily operations team performance while implementing efficiency improvements to reduce delays and improve on-time delivery metrics.
- Collaborated cross-functionally with sales and pricing teams to ensure seamless client delivery and operational excellence.

Strategic Clients Account Manager

SEKO Aerospace & Aviation - Government and Defense — Dallas/Fort Worth, TX

September 2016 – August 2018

- Managed the company's largest and most demanding strategic account (Northrop Grumman Corporation), delivering complete SOP documentation, detailed data packages, and executive presentations to meet stringent client requirements.
- Designed and built a full custom PowerBI dashboard for annual business reviews, providing leadership with clear visibility into performance metrics.
- Conducted on-site process audits at client locations, identified operational inefficiencies, documented findings, and delivered actionable recommendations directly to ownership.

Data Analyst

SEKO Aerospace & Aviation - Government and Defense — Dallas/Fort Worth, TX

September 2016 – August 2018

- Recognized for strong data acumen and internally transitioned from Strategic Clients Account Manager into a dedicated Data Analyst role.
- Self-discovered DOMO business intelligence platform, secured CFO approval, rapidly mastered the tool, and led its full end-to-end implementation across the entire Aerospace & Aviation vertical as project leader and primary administrator.

- Developed and deployed operational dashboards in DOMO that gave teams real-time visibility, enabling proactive process execution and efficiency gains.
- Created a complex multi-modal cost calculation model for international aircraft (ocean freight!' DFW DC!' final delivery), solving a long-standing 1–2 year challenge by unlocking accurate profitability insights.

International Operations Supervisor

RAK Logistics — Dallas, TX

June 2015 – August 2016

- Supervised international operations for freight forwarding, managing import/export shipments, documentation, and daily execution to ensure compliance and on-time performance.
- Streamlined operational workflows and coordinated with carriers and internal teams to resolve bottlenecks and improve service levels.

International Export Manager

SEKO Logistics — Dallas, TX

October 2012 – June 2015

- Started in the Import Department performing core operations for international freight shipments and progressively self-taught ocean freight and ocean export processes through hands-on execution.
- Demonstrated rapid learning and consistent performance, earning promotion to Export Manager for the DFW branch.
- Led all branch-level export operations, overseeing international ocean shipments, carrier coordination, documentation, and process execution.

International Export Operations Agent

Kintetsu World Express — Dallas, TX

May 2011 – October 2012

- Executed day-to-day international export operations, managing documentation, carrier bookings, and shipment tracking for timely global delivery.

Global Account PIC

Kintetsu World Express — Dallas, TX

May 2011 – October 2012

- Served as primary point of contact for global accounts, ensuring seamless coordination between clients, operations, and sales teams.

QA Auditor

Kintetsu World Express — Dallas, TX

May 2011 – October 2012

- Conducted quality assurance audits on operational processes and documentation to maintain compliance and service standards.

CERTIFICATIONS

- Surface Transportation of Hazardous Material — ShipMate, Inc.
- Transportation of Dangerous Goods by Vessel — ShipMate, Inc.
- Transportation of Dangerous Goods by Air — ShipMate, Inc.
- International Traffic in Arms Regulations (ITAR) — SEKO Logistics
- Unit Load Device (ULD BUP 1500) — Lufthansa Cargo

EDUCATION

Tarrant County College

Fort Worth, TX

Completed coursework in Business Administration, Computer Science, Mathematics, and Social/Behavioral Sciences

Henry County High School

High School Diploma

PROFESSIONAL REFERENCES

Mike Merritt

District Manager, Morrison Express • (682) 465-6692 • Known 16 Years

Brandon Singer

International Operations Manager, Perimeter Global Logistics • (716) 957-0485 • Known 15 Years

Joey Ruff

Project Mgt & PIng Opns Rep, Sr, Lockheed Martin • (817) 946-0269 • Known 15 Years

Bryan Lowrie

Founder & CEO, Signature Intelligent Systems • (214) 208-2757 • Known 15 Years

John Eastland

Chief Commercial Officer (CCO), BTX Global Logistics • (804) 349-5164 • Known 10 Years

Billy Safa

Vice President of Sales, Tazmanian Freight • (972) 900-6003 • Known 5 Years