



Coordinación de la Licenciatura  
en Ingeniería Industrial

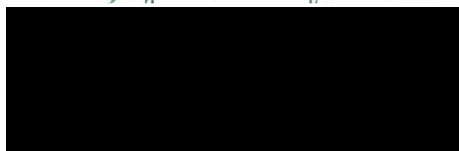
CLII.018.23  
Noviembre 16, 2023

Dr. Jorge Luis Flores Moreno  
Secretario Académico de la División de  
Ciencias Básicas e Ingeniería  
P r e s e n t e

Con relación a su oficio CBI.SA.159.23, referente a la solicitud presentada por el C. Miguel Adán Martínez Leyton matrícula 933003718 para concluir los créditos de la licenciatura por experiencia laboral, anexo a la presente el dictamen de la comisión, así como el expediente presentado por el solicitante.

Sin más por el momento, quedo a sus órdenes para cualquier aclaración.

A t e n t a m e n t e  
Casa Abierta al Tiempo



Dr. Miguel Ángel López Ontiveros  
Coordinador de la Licenciatura en  
Ingeniería Industrial

**INFORME Y DICTAMEN DE LA COMISIÓN ACADÉMICA DE LA DIVISIÓN DE CIENCIAS  
BÁSICAS E INGENIERÍA, UNIDAD AZCAPOTZALCO, UNIVERSIDAD AUTÓNOMA  
METROPOLITANA, ENCARGADA DE DICTAMINAR LA AUTORIZACIÓN PARA CONCLUIR  
LOS CRÉDITOS DE LICENCIATURA POR EXPERIENCIA LABORAL**

**Antecedentes**

1. La Directora de la División de Ciencias Básicas e Ingeniería Azcapotzalco (DCBI-A), a través de las instancias de apoyo correspondientes, revisó la documentación entregada por el interesado y verificó que cumple con lo establecido en los artículos 62, fracciones I y II, así como 63, fracción II del Reglamento de Estudios Superiores (RES).
2. La Directora de la DCBI-A, integró la Comisión académica señalada en el artículo 63, fracción III del RES, misma que quedó integrada de la siguiente manera:

Dr. Miguel Ángel López Ontiveros - Coordinador de la Licenciatura en Ingeniería Industrial  
Mtra. Martha Hanel González - Profesora titular del Departamento de Sistemas  
Ing. Jesús Loyo Quijada - Profesor titular del Departamento de Sistemas

La Comisión se instaló el día 22 de agosto del 2023 con el mandato de analizar si la experiencia laboral del **C. Miguel Adán Martínez Leyton**, es equivalente, en forma general, a los objetivos del Plan y Programas de Estudios vigentes de la licenciatura en Ingeniería Industrial de la Universidad Autónoma Metropolitana Unidad Azcapotzalco.

**Consideraciones**

La Comisión se reunió los días 22, 29 de agosto y 19 de septiembre del 2023, y con base en los lineamientos divisionales se,

a) revisó la siguiente documentación

- Carta de motivación del C. Miguel Adán Martínez Leyton, quien fue alumno de la Licenciatura en Ingeniería Industrial con número de matrícula 93303718
- Certificado de Estudios parcial de la licenciatura cursada por el interesado
- Curriculum vitae in extenso del interesado
- Documentos que acreditan la actividad profesional del interesado, correspondiente a los últimos 21 años previos a la fecha en que presenta la solicitud.

b) entrevistó al interesado

Del análisis realizado se desprende que el **C. Miguel Adán Martínez Leyton** cuenta con una experiencia laboral en el campo de la Ingeniería Industrial de al menos 21 años dentro de la empresa PPG industries de México, S.A de C.V, realizando funciones tales como:

- Aseguramiento de la calidad en líneas automotrices de recubrimiento y pintura
- Control y reducción de costos de producción en líneas de pintura
- Diseño de indicadores de producción

- Desarrollo y consolidación de equipos de trabajo de alto desempeño
- Implementación de estrategias de negocio a mediano y largo plazo en PPG
- Director General de Recubrimientos Automotriz PPG México

Con base en los Antecedentes y las Consideraciones antes mencionados, la Comisión emite el siguiente:

#### Dictamen

**Único:** Se recomienda a la Directora de la de la División de Ciencias Básicas e Ingeniería proponer al Consejo Divisional de la DCBI-A, se reconozca a: **Miguel Adán Martínez Leyton**, el 100% de créditos del Plan de Estudios vigente de la Licenciatura en Ingeniería Industrial.

**Atentamente**  
**Casa abierta al tiempo**

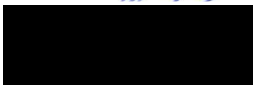
#### LA COMISIÓN



Dr. Miguel Ángel López Ontiveros  
Coordinador de la Comisión



Mtra. Martha Hanel González  
Integrante de la Comisión



Ing. Jesús Loyo Quijada  
Integrante de la Comisión

# MIGUEL A. MARTÍNEZ LEYTON

## AUTOMOTIVE MANAGEMENT EXECUTIVE

### *Business Management*

Executive offering distinguished 25-year career building and leading automotive and refinish business development, strategic planning, and operations management for half a billion-dollar high-growth organizations. Broad qualifications spanning domestic and international scope; extensive travel abroad. Repeated success guiding sales budgets, delivering outstanding management performance, and achieving revenue and profit objectives. Strong leadership includes general management, as well as P&L, corporate finance, budget administration, asset management and customer service. Strong focus to develop team and talented people.

#### *Main qualifications:*

Results-driven, solutions-orientated with a positive outlook, Ability to communicate and cultivate relationships with internal and external customers, High level of multi-tasking, Highly organized and adapts quickly to changing priorities, Extensive automotive knowledge, Paint technologies background, managerial skills and problem solving. Global Teams coordination. Personal flexibility and commitment. Build high-engaged effective teams

#### *Core competencies include:*

- New Business Development
- Strategic Planning
- Key Partnerships
- Global Account Management
- Market Identification / Penetration (X-SBU)
- Presentations / Negotiations
- Coaching/Mentoring
- Profit and Loss Management / Finance
- Strong Team Building & Leadership
- Product Launch / Management
- Multi-Channel Distribution
- Establishing Balance Score Cards Metrics
- Process Redesign & Change Management
- One Business-Function approach

**College Degree in Industrial Engineering** • Universidad Autónoma Metropolitana (UAM) • Mexico City, Mexico

*PPG Industries, S.A. de C.V. – Querétaro, México / Medellín, Colombia*

### **AUTOMOTIVE BUSINESS DIRECTOR – NORTH LATIN AMERICA, 2021-PRESENT**

In addition to my OEM Automotive Mexico responsibilities, I was assigned to run Automotive Andean Region business where I have taken the accountability for North Latin America management and sales strategy getting to reach a quarter billion in Sales responsibilities with an extended scope of Automotive Coatings, Adhesive and Sealers, Auto Parts Decorative, Auto Parts Functional, and lately adding Electric Vehicles-Mobility segments development.

I have responsibilities to align the PPG Global Automotive Strategy, understand and align to the regional execution for New Projects, technology transfer, Manufacturing capacity, Supply Chain strategy, Service and Commercial alignment for better servicing our customers in the region. One of my priorities in this role is to develop an strong diverse team but not only in Commercial but all automotive related departments. Building a sustainable organization for our business. Reporting to OEM Americas Vice president.

#### *Selected accomplishments:*

- Reaching a quarter billion in Sales in the North Latin America region for Automotive Coating Business
- Launching the renovated service strategy Commercial and Service approach with a enhanced service
- Transitioning to full Auto Parts business to automotive while growing 2 digits in the last 2 years
- Supplying to all the OEM's in Mexico at least one product
- High engagement rates in the Automotive team, above the Gallup market benchmarks
- Successful Capital expending projects with the SJR plant
- Delivering 2 consecutive years over 100% in AR current

*PPG Industries de México, S.A. de C.V. – San Juan del Rio, Querétaro, México*  
**AUTOMOTIVE BUSINESS DIRECTOR – MEXICO, 2013- 2021**

Senior Business Executive with full accountability for management and sales strategy of Mexican Automotive Business within +\$200 million in revenue, targeting OEM automotive manufacturers. Responsible for development and implementation of Global Sales Strategies, planning and projections; strategic account development, technological approvals, strategic improvement initiatives, direct accountability for sales growth, operations, and P&L. Reported to two Vice-presidents, OEM Americas VP and LA VP.

***Selected accomplishments:***

- Leading Mexican team to 5 years historic records in P&L results based on sales and profit management, products/technology launches, implement cost reduction initiatives in inventory management.
- Driving business unit growth strategy and execute it to get new business awards for \$50MM
- Growing APAD Businesses in a 5 year period, 40% by launching single source plants and new dispense cell
- Building Sales & Service structure adapted to provide expanded service and new accounts like Infiniti/MB, Audi, Kia
- Leading a successful launch of Oracle – D5 project in PPG’s San Juan del Rio plant with no customer affectations

*PPG Industries de México, S.A. de C.V. – México, D.F., México*  
**REFINISH BUSINESS DIRECTOR – MEXICO, 2010-2013**

Executive with accountability for management and sales strategy for Mexican and Central American Refinish Market within \$15 million, targeting automotive refinish segments. Responsible for development and implementation of policies and procedures, budgeting, sales planning and projections; strategic account development, distribution center operations and strategic improvement initiatives, direct accountability for sales growth, operations, and P&L. responsible to manage a team of +50 people all over Mexico region, Sales, Technical, Distribution, Finances. Reported to Vice President.

***Selected accomplishments:***

- Led aggressive strategies to growth sales in each refinish segment, implement cost reduction initiatives in inventory management, expenses control aiming to capture dramatic turnaround in company operations.
- Expanded market presence in Central America and Mexico, achieving the largest increase in domestic and international distributors.

*PPG Industrial do Brasil, S.R.L. – Sumaré, Sao Paulo, Brazil.*

**ACCOUNT MANAGER – BRASIL, (2005–2010)**

Challenged to revitalize business within SA major OEM accounts with full accountability for management and sales strategy for Brazilian and Argentinean markets within \$40 million targeting automotive accounts, Fiat, General Motors and IVECO. Built and managed exceptional business turn around through integration of pricing strategies, product renewal, cost reduction initiatives and supply chain management.

Oversaw daily operations including P&L, budgeting, sales management, staffing and training initiatives, distribution, and strategic planning. Managed and directed four site locations, 2 Regional Managers and more than 25 in site service people. Reported to General Manager.

***Selected accomplishments:***

- Delivered effective pricing strategies, which generated substantial profit escalation, transitioning a consecutive four-year loss into break-even status.
- Led product renewal for non-profit products based on specs and approval to improve efficiency in the process while obtaining price increase. Success launch of low thickness e-coat in Fiat Brazil and Argentina.
- Led and structured negotiations, closed integrated supply/process contracts with main customers including Fiat and IVECO.
- Led global negotiations with General Motors for SA business including Brazil, Argentina, Andean Region to get business retention in Andean Region and new business in Argentina.

*PPG Industries de México, S.A. de C.V. – San Juan del Rio, Querétaro, México*

**BUSINESS MANAGER – MEXICO, (2004–2005)**

Managed and directed all aspects of business for Latina America OEM automotive accounts. Led initiatives to automate the CPU tracking process, continuous training for customers, and implementing successful cost reduction initiatives

and conducted client presentations to CFO level. Establishing business case methods to ensure proper analysis. Accountabilities to implement strategies to reduce the cost of serve. Supporting business information such as market share, sales plan, business strategic plan, customers survey reports, GSP mappings, and customer value files. Member of cost reduction program together with customers. Reported OEM Director.

***Selected accomplishments:***

- Led cost reduction teams, maintaining continuous training to in-site personal, these activities led to lucrative negotiations and contracts with customers including Nissan, GM, Chrysler, VW, Ford.
- Achieving outstanding cost reductions in all product line year by year.
- Implementing CPU software improving inventory control and annual adjustments.

***PRIOR EXPERIENCE***

***PPAB Manager***

Mexico (2002 to 2004)

PPG Industries de Mexico (Automotive business Cost per Unit Programs)

***Technical Sales Service Representative***

Mexico (1998 to 2002)

PPG Industries de Mexico, S.A. de C.V. (Automotive Phosphate and E-Coat Process Management)

***Sales Coordinator***

Mexico (1998)

EFTEC-PLACOSA, S.A de C.V. (Automotive Sealer Sales Management)

---

**ORGANIZATIONS/AFFILIATIONS**

---

**San Gil Community Council** – February 2023 - Today

**PPG DEI Mexico Committee** – August 2022 - Today

**PPG ERN Abilities First Leadership** – PPG Global 2021 - today

**SAE Mexico Chapter** – Mexico 2018-Today

**PPG Women Leadership Council** – Queretaro 2015-Today

**PPG LAN Leadership Member** – Queretaro 2015

**PPG Automotive Americas Core Committee** – Detroit 2015

**PPG LAN Ethics Council** – Mexico 2013

---

**TRAINING**

---

**Northwestern University – Kellogg School of Management** – Delivering Business Growth, 2022

**Miller Heiman Professional Selling Skills** – Virtual training, 2020

**PPG GM Program** – Pittsburgh 2017, Mexico 2018

Cultivating a Customer Focus Culture – UK Cranfield School of Management, Pittsburgh 2017

Drive Growth and Profitability – IPADE, Mexico 2018

Engage the Organization – University of St. Gallen, Frankfurt 2018

**PPG Global Leadership Development Program** – Pittsburgh/Shanghai 2016

**PPG Women Leadership Council** – Queretaro 2015

**PPG Global Account Strategies** – Ashridge Business School London 2014

**Pensamiento Estratégico para Dirección** – Mexico 2014

**MLS Mastering Leadership Strategy** – Barcelona, Spain / Pittsburgh, USA 2010

**Six Sigma Training** – Brazil 2008

**PPG Paint Boot Camp** – Queretaro 2005

**TPM Total Process Management** – Detroit 2004

**PPG TSSR Training Module 1 and 2** – Cleveland 2000

**PPG E-Coat School** – Cleveland 1999

---

**PERSONAL INFORMATION**

---

