

Biography

Bernardo Villarreal is a full professor of the Department of Engineering of the Universidad de Monterrey. He holds a PhD and an MSc of Industrial Engineering from SUNY at Buffalo. He has 20 years of professional experience in strategic planning in several Mexican companies. He has taught for 20 years courses on industrial engineering and logistics in the Universidad de Monterrey, ITESM and Universidad Autónoma de Nuevo León. He has made several publications in journals such as *Mathematical Programming, JOTA, JMMA, European Journal of Industrial Engineering, International Journal of Industrial Engineering, Production Planning and Control, Industrial Management and Data Systems* and the *Transportation Journal*. He is currently a member of the IIE, INFORMS, POMS, and the Council of Logistics Management.

Edgar Granda is a full professor of the Department of Engineering of the Universidad de Monterrey. He holds a PhD of Industrial Engineering from ITESM. He has 18 years of professional experience in logistics, operations and supply chain in several Mexican companies. He has taught for 5 years courses on industrial engineering and logistics in the Universidad de Monterrey, ITESM, UMIN and Universidad Autónoma de Nuevo León. As a consultant, he has carried out projects on logistics and supply chain for different companies in México.

Samantha Lankenau Delgado is a CUM LAUDE Industrial Engineer graduated from Universidad de Monterrey (UDEM). She is currently a graduate student at the Master Degree program in Supply Chain Management. Her specialty is strategic planning and the operations and logistics improvement. She has participated on several projects such as The Redesign of the Supply Process of Drugs on a Medical Center and the Improvement of the routing operations of a soft drink bottling firm. Nowadays, she works at FEMSA S.A. de C.V., developing operations strategies for improving quality and productivity. Samantha is a member of the IISE, ASQ and APICS Societies.

Andrea Montalvo is a CUM LAUDE Industrial Engineer just graduated from Universidad de Monterrey (UDEM). She has participated on several projects such as the Improvement of the routing operations of a leading convenience store firm. She also applied Lean Thinking principles for Improving the Productivity of several metal assembly lines for a Mexican metal mechanic company. Currently, she has started to work at a Mexican firm leader in the manufacturing of frozen and refrigerated food as a transportation and traffic analyst. Andrea is a member of the IIE and ASQ Societies.

Ana Cristina Bastidas Lopez is a CUM LAUDE Industrial Engineer just graduated from Universidad de Monterrey (UDEM). She has participated on several projects such as the Improvement of the routing operations of a leading convenience store firm. She also applied Lean Thinking principles for Improving the Productivity of several metal assembly lines for a Mexican metal mechanic company. Currently, she has started to work at a Mexican firm leader in the manufacturing of frozen and refrigerated food as a transportation and traffic analyst. Ana Cristina is a member of the IIE and ASQ Societies.