

JULIO DERAS

FOUNDER & CEO ♦ CHAIN REACTION CONSULTING

25+ years leading logistics and supply chain operations across LATAM, the USA and the Caribbean.

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San Salvador, El Salvador



25+

YEARS IN LOGISTICS
& SUPPLY CHAIN

300+

TEAM MEMBERS
LED IN OPERATIONS

8

COUNTRIES
WORKED IN

13 → 2

MARITIME SERVICE
POSITION IN EL
SALVADOR

P&L

OWNERSHIP ACROSS
MULTIPLE
OPERATIONS

► THE STORY

A career that began in sales and grew into senior logistics leadership: from operations supervisor to General Manager and regional leadership across eight countries. At CMA CGM El Salvador he lifted the company from 13th to 2nd in the country's maritime service ranking, generating thousands of TEUs each week in direct coordination with the national port. He also directed port governance as a CEPA board director, re-engineered warehouse and route operations, and led teams through certification and compliance milestones. Today he leads Chain Reaction Consulting to help distributors, wholesalers and logistics operators find — and fix — the inefficiencies he spent 25+ years solving from the inside.

► CAREER HIGHLIGHTS

General Manager CMA CGM El Salvador 2018 – Present	Strategic leadership, revenue growth and operational efficiency for the world's third-largest container shipping group: grew the maritime service ranking from position 13 to #2 , generating thousands of TEUs per week in direct coordination with the CEPA Acajutla terminal.
Director, Board of Directors CEPA — Comisión Ejecutiva Portuaria de El Salvador 2020 – 2022	Governance of the national port authority: commercial development and government stakeholder relations .
Country Logistics Consultant USAID / Chemonics 2017 – Present	Route optimization, warehouse redesign, supply chain visibility and customs and trade compliance for international cooperation cargo.
Global Supply Chain Manager Magnakron Corporation 2018	Supplier contracts across Asia, Mexico, USA and South America ; new maritime delivery program from Thailand reducing supply chain costs.
General Manager Logistics Crowley / RANNIK, Dominican Republic 2015 – 2016	Full P&L ownership , OEA certification process, and compliance with SOLAS, MARPOL, ISPS and MLC .
Regional Operations Leadership Crowley Maritime 2004 – 2015	Operations Supervisor El Salvador → General Manager Honduras → Regional Operations Manager Mexico-to-Panama, unifying trucking fleet control under a single contract system across the region.
Operations Manager Crowley Guatemala 2014 – 2015	Directed a fleet of 300+ trucks moving inland freight to and from ports.
Regional Sales Coordinator DIRECTV El Salvador 1998 – 2000	Generated up to US\$5 million per year in sales revenue and built the distributor sales network.

► CORE COMPETENCIES

STRATEGIC PLANNING ♦ P&L MANAGEMENT ♦ SUPPLY CHAIN OPTIMIZATION ♦ BUSINESS DEVELOPMENT ♦
MARITIME OPERATIONS ♦ VENDOR NEGOTIATIONS ♦ COST REDUCTION ♦ INTERNATIONAL TRADE

► EDUCATION

MBA — EUDE European Business School
2024

Computer Engineering — U. Tecnológica de El Salvador
2010