

Fernando García de Francisco

SOURCING · CATEGORY MANAGEMENT · PROCUREMENT

I connect procurement strategy with product development to strengthen each offering and improve its competitiveness in the market.

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EXPERIENCE IN NUMBERS

CUMULATIVE PURCHASES · ESTIMATE

\$200M+

purchasing volume under management

PRODUCT DEVELOPMENT

3,000+

new product references added to the purchasing portfolio

30M+

units purchased

7 countries

sourcing origins

30+

destination markets

EXPERIENCE · BERGNER EUROPE

January 2025 · July 2026

Sourcing Manager Europe

International procurement of cookware, kitchen accessories, tableware and glassware.

- Managing procurement across cookware, kitchen accessories, tableware and glassware.
- Identifying, evaluating and developing suppliers in Europe, India, Egypt, Latin America and Türkiye.
- Negotiating prices, commercial terms and production capacity.
- Coordinating product development and monitoring commercial campaigns.
- Diversifying sourcing locations and assessing alternative supply options.

June 2018 · December 2024

Sourcing Category Manager

Global sourcing management for the cookware category.

- Managing an annual budget of approximately €40 million.
- Managing procurement for commercial campaigns running simultaneously in more than 10 countries.
- Negotiating prices, commercial terms and production capacity.
- Product development and oversight of OEM operations.
- Evaluating suppliers, monitoring scorecards and attending international trade fairs.
- Working on projects for major retail chains and e-commerce channels.

EXPERIENCE · CONTINUED

July 2016 · June 2018

Procurement Controller

Supply planning, inventory and procurement forecasting.

- Inventory management and control.
- Procurement planning for the permanent product range.
- Supplier coordination.
- Monitoring operations.
- Cross-functional collaboration.
- Analysis of customer purchasing patterns.
- Contributing to the development of the procurement forecasting system.

Intern · Avaibook Sports

March 2016 · June 2016

Sales prospecting, CRM updates and support for the sales team.

EDUCATION

ESIC Business & Marketing School 2019 · 2020

MITB · International Trade Business · Taught in English

Universidad San Jorge 2014 · 2016

Degree in Business Administration, specialising in Marketing and International Trade

Universidad de Alcalá de Henares 2010 · 2014

Degree in Business Administration

CAPABILITIES

Strategy and sourcing

Strategic sourcing · Category management · Budget management

Operations and quality

Supply planning · Scorecards · Quality control

Advanced English

Full professional proficiency

International trade fairs: Ambiente · Canton Fair · Zuchex

Products and suppliers

Negotiation · Product development · OEM operations

International markets

Multi-country campaigns · Factory visits · International trade fairs

FURTHER TRAINING

Taxation and auditing course · Deloitte

Internal management development programme · ADN Training

Corporate Social Responsibility · Chamber of Commerce