



### HUGO LORIA

Hugo Loria is a procurement and production advisor with over 20 years of experience in national brand retail businesses in Mexico and Latin America. He has a strong background in supply chain management, marketing, and multi-channel distribution.

Currently specializing in international sourcing and supplier development, Hugo helps businesses navigate pricing strategies, new product launches, and distribution optimization. He works closely with clients to develop short- and long-term strategies, ensuring budget and inventory management while driving growth and operational efficiency.