



Nikolai Fuentes

Demand Planning Manager

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SUMMARY

Demand planning and **supply chain** professional with 9 years of experience across **industrial manufacturing, engineered equipment**, and multisite operations. Builds statistical forecasts that connect historical demand, seasonality, customer behavior, market signals, and commercial input with practical production and procurement decisions. Leads S&OP and SIOP demand reviews, communicates risks and opportunities, and builds consensus across Sales, Product Management, Finance, Operations, Manufacturing, Procurement, and Supply Chain without direct authority. Uses advanced Microsoft Excel, SAP, Power BI, and enterprise planning tools to monitor forecast accuracy, forecast bias, inventory health, service performance, and capacity exposure. Supports launches, promotions, product transitions, phase in and phase out activity, and **end of life planning**. Can contribute clear analysis and dependable planning discipline to a manufacturing organization.

EXPERIENCE

Senior Demand Planner

VectorPeak Industrial Systems 📅 January 2023 - Present 📍 Madison, WI

Owns monthly demand planning for industrial motor and power transmission product families across North American and international markets. Leads consensus planning, demand reviews, S&OP and SIOP preparation, lifecycle analysis, and executive reporting while connecting commercial signals with manufacturing capacity, procurement needs, inventory health, and customer service.

- Built statistical baselines in Excel and planning tools, integrating **market signals** into consensus forecasts.
- Facilitated **demand reviews** with seven functions, resolving assumptions before monthly **S&OP** and SIOP decisions.
- Maintained **Power BI** dashboards showing **forecast accuracy**, bias, inventory health, service performance, and capacity exposure.
- Led root cause reviews for **forecast misses**, separating timing shifts, conversions, lifecycle changes, and market variability.
- Modeled launches, promotions, phase in, phase out, and end of life scenarios with product teams.
- Tracked adoption and volume migration across OEM, distribution, and aftermarket channels to guide supply decisions.

Demand Planner

Lakeshore Automation Components 📅 July 2020 - December 2022 📍 Rockford, IL

Managed rolling forecasts for automation and engineered equipment portfolios across customer segments and distribution channels. Prepared S&OP materials, connected demand updates with production and procurement constraints, developed scenario models, and helped multiple manufacturing sites use consistent planning measures.

- Managed rolling forecasts in **SAP**, combining order history, seasonality, **customer patterns**, and commercial input.
- Prepared monthly S&OP packages highlighting **forecast changes**, bias, scenarios, and customer driven risks.
- Connected forecast updates with production and procurement teams, surfacing **capacity constraints** before service impacts.
- Developed Excel models for **seasonality**, trends, customer concentration, and scenario comparisons with traceable assumptions.
- Supported product launches and transitions by estimating demand, monitoring adoption, and adjusting lifecycle assumptions.
- Standardized Power BI demand metrics across **manufacturing** sites, improving forecast performance and inventory discussions.

STRENGTHS

- 👥 **Consensus Building**
During monthly reviews, connected Sales assumptions with supply realities so teams could reach practical decisions without direct authority.
- ♥️ **Forecast Analysis**
When forecasts missed, traced timing, mix, lifecycle, and market causes so future planning cycles used better assumptions.
- ➡️ **Executive Communication**
Turned complex demand signals into clear dashboards and short planning narratives that gave leaders confidence in tradeoffs.
- ✍️ **Lifecycle Planning**
Supported launches, conversions, promotions, and end of life activity by showing demand shifts before supply decisions.
- ⚙️ **Operational Partnership**
Worked closely with manufacturing and procurement partners, bringing capacity constraints into demand plans early enough for action.

SKILLS

Demand Planning

Statistical Forecasting S&OP

SIOP Forecast Accuracy

Forecast Bias Demand Sensing

Scenario Planning

Inventory Optimization

Working Capital Supply Continuity

Product Lifecycle Planning

New Product Introductions

Root Cause Analysis

Stakeholder Management

LANGUAGES

English Native

Spanish Proficient

MY CAREER



● Senior Demand Planner at VectorPeak Industrial Systems (3.7 Years)

● Demand Planner at Lakeshore Automation Components (2.4 Years)

● Supply Chain Planning Analyst at Great Lakes Drive Technologies (3 Years)

Supply Chain Planning Analyst

Great Lakes Drive Technologies 📅 June 2017 - June 2020 📍 Milwaukee, WI

Analyzed demand, inventory, service, and planning data for industrial drive and motor related components. Supported recurring supply decisions, monthly planning meetings, **data quality** improvements, and cross functional analysis connecting customer requirements with production and **procurement** priorities.

- Analyzed orders, shipments, backlog, and customer demand, giving planners structured inputs for supply decisions.
- Maintained SAP planning data and Excel reports comparing actual demand with forecast assumptions across product groups.
- Investigated forecast variances by tracing order timing, customer mix, **promotions**, and **product transitions**.
- Prepared inventory and service analyses that helped prioritize constrained items and manage stock exposure.
- Supported monthly planning meetings with demand trends, exception reports, and scenario calculations for cross functional decisions.
- Reconciled product hierarchies, lifecycle statuses, and reporting inputs before recurring forecast cycles.

PROJECTS

Industrial Motor Demand Sensing Model 📅 2024

Created a demand sensing model using order history, customer patterns, seasonality, product events, and market signals. The model supported clearer forecast changes, risk discussions, and scenario based planning for industrial motor families.

Multisite Forecast Performance Dashboard 📅 2022

Standardized Power BI measures for forecast accuracy, forecast bias, inventory health, service performance, and capacity exposure across manufacturing sites. Reporting gave planning teams a shared view for monthly demand reviews.

LEADERSHIP & AWARDS

- Received APICS Certified in Planning and Inventory Management recognition in 2021 after building formal planning expertise.
- Selected to lead cross functional demand reviews for industrial motor and power transmission product families.
- Recognized by planning partners for clear root cause analysis and practical recommendations during forecast miss reviews.

EDUCATION

Bachelor's Degree in Supply Chain Management

University of Wisconsin Whitewater 🎓 GPA: 3.5 📅 2017 📍 Whitewater, WI

Coursework: Demand planning, operations management, business analytics, procurement, inventory management

CERTIFICATIONS

- APICS Certified in Planning and Inventory Management 📅 2021
- Microsoft Excel Advanced Planning Certificate 📅 2020

TECHNICAL SKILLS

- **Forecasting Methods:** Statistical forecasting, demand sensing, seasonality analysis
- **S&OP Planning:** S&OP, SIOP, demand reviews
- **Enterprise Systems:** SAP, ERP, MRP
- **Analytics Platforms:** Power BI, Excel, Tableau
- **Demand Reporting:** Forecast accuracy, forecast bias, executive reporting
- **Inventory Planning:** Inventory optimization, inventory turns, working capital
- **Supply Chain Planning:** Supply planning, production planning, procurement planning

- **Lifecycle Management:** New product introductions, phase in, phase out
- **Market Channels:** OEM channels, distribution networks, aftermarket demand
- **Scenario Analysis:** Scenario planning, capacity analysis, risk analysis
- **Manufacturing Planning:** Multisite manufacturing, industrial motors, engineered equipment
- **Data Analysis:** Root cause analysis, trend analysis, customer pattern analysis

PROFESSIONAL AFFILIATIONS

- APICS professional community participant, with ongoing focus on planning, inventory, and S&OP practices.
- Supply chain professional network participant, sharing practical perspectives on industrial manufacturing and demand analysis.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST