

Miebach Consulting Strengthens Executive Leadership Team in Mexico with Addition of Alfredo Ortega Asiain

Veteran business transformation and supply chain consultant brings nearly two decades of leadership experience across Latin America

MONTERREY, MEXICO, MEXICO, August 10, 2026 /EINPresswire.com/ --

Miebach, a global end-to-end supply chain consulting and engineering firm, today announced that Alfredo Ortega Asiain has joined the company's executive leadership team in Mexico, further strengthening its ability to support clients as they navigate increasingly complex supply chain and business transformation challenges.



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Bernard Tremblay, CEO USA and Canada, Miebach

Alfredo brings nearly two decades of consulting and executive leadership experience advising organizations throughout Latin America on business transformation, supply chain strategy, organizational design and operational improvement. Over the course of his career, he has led more than 100 client engagements across multiple industries, helping organizations improve performance, drive growth and transform their operations.

His appointment reflects Miebach's continued investment in the global and Mexican market and reinforces the firm's

commitment to providing clients with deep local expertise backed by a global network of supply chain specialists.

"Alfredo is an accomplished leader with an outstanding track record of helping organizations solve complex business and operational challenges," said Bernard Tremblay, CEO USA and Canada, Miebach. "His experience leading transformation initiatives across Latin America, combined with his collaborative leadership style and strategic perspective, will further strengthen our ability to support clients throughout the region. We are excited to welcome him

to the team."

Prior to joining Miebach, Alfredo served as an independent consultant for a financial institution, where he helped develop and launch a nationwide credit product while redesigning key business processes and organizational structures. Previously, he spent more than a decade with Sintec Consulting, serving in multiple leadership positions, including Acting Partner in Monterrey and the Andean Region, where he advised C-suite executives on transformation, restructuring, supply chain planning, network design and organizational strategy across Mexico, Chile, Colombia and Brazil.

"I've always believed that the best consulting partnerships are built on trust, collaboration and a deep understanding of each client's business. Miebach has earned a strong reputation for helping organizations solve complex supply chain and operational challenges, and I'm excited to join such an experienced team," said Alfredo. "I look forward to working with our clients across Mexico and Latin America as they build more agile, resilient and future-ready operations."

About Miebach

Miebach is a global supply chain consulting and engineering firm focused exclusively on end-to-end supply chain performance. The company helps market-leading organizations improve service, optimize working capital, and strengthen resilience by aligning supply chain strategy, planning, and operations to measurable business outcomes.

Across network design, end-to-end planning transformation, and the optimization of manufacturing, warehousing, and distribution operations, Miebach advises clients throughout the supply chain — strengthening decisions with deep industry expertise, advanced analytics, simulation, and intelligence.

Founded in 1973 and operating across four continents, Miebach combines analytical rigor with real-world supply chain engineering experience. As an independent and vendor-agnostic advisor, the firm designs solutions aligned to each client's strategy, operating model, and technology landscape.

For more information, visit www.miebach.com

Erin Farrell Talbot

Farrell Talbot Consulting for Miebach

+1 917-232-9309

[email us here](#)

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