



For Immediate Release  
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## Fortna de los Andes Builds Team by Adding Supply Chain Industry Veteran

**CARACAS, VENEZUELA** (October 19, 2010) – Fortna de los Andes continues its growth in Latin America as supply chain industry veteran, Juan Recondo, joins the team in the role of Vice President.

Juan brings unique strengths to this role in that his experience ranges from project design and planning, through delivery, to ongoing client relationships. He brings over ten years of consulting experience in network optimization, distribution center concept planning, procurement, inventory management, software testing and supply chain optimization. At Fortna, Juan will build on these skills to manage existing client relationships as well as grow the Fortna brand with new clients.

“We are proud to add an accomplished supply chain industry leader to our team who will provide measureable benefits for our clients,” said Albert Avalos, Executive Vice President at Fortna. “Juan and his team will deliver Fortna’s unique approach to supply chain projects that guarantees the business case and drives business results.”

Juan has spent the past 12 years with the Miebach organization – a German-based engineering and consulting company involved with logistics and supply chain operations in Asia, Europe, North, Central and South America. While at Miebach, he worked as a Project Engineer and Project Manager, before becoming Managing Director for Miebach Consulting de Colombia.

Juan holds a degree in industrial engineering from Universidad de Buenos Aires, Buenos Aires, Argentina and is based in Fortna’s Bogotá, Colombia office.

### **About Fortna Inc.**

Fortna designs, implements and supports business solutions to optimize your supply chain. With Fortna’s client focused approach, you have a partner who acts and thinks like you do. Our focus on the business case and willingness to share your risk ensures that you are meeting your business objectives. Your success is our success. Fortna delivers solutions that are appropriate, implementable, sustainable and financially justified. We are honored that supply chain leaders are adopting our model. [www.fortna.com](http://www.fortna.com)

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