

# The fountain of youth

*Luis Alvarez | Feb 21, 2016*

**Luis Alvarez, President and CEO of Lancer Corporation, finds opportunity in adversity, strength in diversity and danger in complacency.**

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See video here: [//www.youtube.com/embed/QuatrkcufS8](https://www.youtube.com/embed/QuatrkcufS8)



## Luis Alvarez

Luis Alvarez has spent the last six years transforming Lancer Corp. from a single-customer company in the declining industry of carbonated soft drinks. The transformation to a multi-customer, multi-beverage dispense equipment strategy is succeeding, achieving its best year on record in 2014.

A continuous improvement expert, Luis challenges his employees to excel in everything they do, knowing that any process or situation can always be better. This deep-rooted philosophy is at the core of his successes at transforming companies to excel even in difficult environments. His experience in the automotive industry taught him to continuously fine tune and perfect every process while focusing on customer satisfaction as the number one priority.

He realizes that his knowledge is limited and thus makes appropriate hiring decisions of key executives who are more knowledgeable than he in strategic areas. He uses a robust Hoshin Kanri system to define strategic objectives. This is shared with subordinates, then they assure agreement on key initiatives to achieve the objectives, through a process called catchball. Every employee can then focus on achieving the objectives throughout the organization.

Embracing the core values of integrity, accountability, innovation, and continuous improvement, he consistently delivers results in the companies he has worked for. He is a Lean Certified Sensei, allowing him to train and certify other Lean experts. He holds a Bachelors degree in Information Systems, in the School of Business

Administration at San Diego State University.

He currently serves on eight different Boards of Directors around the world (2 USA, 3 Mexico, 1 Australia, 1 New Zealand, 1- Belgium) for the companies he leads, and several non-profit Boards such as The World Trade Center San Diego, Hispanic Chamber of Commerce, Tijuana Maquiladora Association, San Antonio Manufacturers Association, APICS, SME and others.

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