



## **Commodity Components: company based in Guadalajara within the top 10 in the world**

**Lucy Centeno, who is the Latin American Sales Manager for this world leader in supply chain solutions, talks to us about the keys to this great achievement.**

MARIA JOSÉ GONZÁLEZ  
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Commodity Components International, Inc., a company with more than 30 years of success and innovation in the electronic product distribution markets, celebrates the accomplishment of being placed in the Top 10 North America Independent Distributors 2021 Report in Electronic Sourcing.

Distributors of electronic products participate in this recognition, that is obtained by factors such as trajectory in the market, customers, level of turnover and company profits.

## **History of the company**

Commodity Components International, Inc. was founded by Marc Levin in Boston, MA United States, and little by little it has managed to be strategically located around the world, as a value-added supplier of electronic components, which drive the global semiconductor market.

It has buying and selling facilities in Taiwan, China, Hungary, Romania and Mexico, to satisfy the immediate and demanding needs of each of its clients.

## **Guadalajara headquarters**

For 16 years, Guadalajara has been the strategic headquarters for all of Latin America, with a distribution center of 1,800 m<sup>2</sup> of storage. Lucy Centeno oversees this distribution center, who, due to her great career in the industry, serves as the Sales Manager in Latin America.



“They invited me to work in this company after asking three of their clients for a responsible person who knew the electronics market, and the three people recommended me. This is how they chose me. My letter of recommendation is my way of working. That is a source of pride,” she recalls.

Her mission at the company is to serve her customers with excellence, through effective resource management that reduces the overall costs of the product being traded, improves delivery, and supports best practices in supply chain management.

Today, the company has become a valuable partner for many of the world's largest electronics manufacturers. Among its clients in Latin America are: Federal Electricity Commission, and national companies that have distributed to the National Defense Secretariat, Continental, Magneti Marelli, Molex and Osram Sylvania.



“My work is very interesting because I participate in this reality: Mexico does create bridges, it does create technology and has a high level. There are Mexican patents and they are growing. So one has to take the risk and bet on the national market. Our own technology is also emerging in Latin America and it is good to be part of that growth and maturity in technology that we think did not exist and that does exist”, she says.

### **They focus on value-added products and services for the markets:**

- **Automotive:** They provide their customers with quality-based solutions designed to extend product life cycles.

- **Military:** They serve military clients and contractors around the world with innovative solutions, quality programs, and valuable information management.
- **Telecommunications:** They collaborate with the telecommunications manufacturing industry to ensure seamless wireless communications around the world.
- **Medical:** Commodity Components supports many facets of the medical device community around the world. This includes engineering support, product authentication, and access to outdated technology.



*Commodity Components Team in Guadalajara*

### **More about Lucy**

The current Sales Manager in Latin America was born in Mexico City, but had been adopted within childhood. She is a graduate of the Bachelor of International Trade and the Master of Administration, both from the University of Guadalajara.

Lucy Centeno is the founder of Pink Recovery, whose project is to donate high quality cosmetic prostheses for cases of loss due to amputation or lack of any part of the body such as fingers, hands, arms, pinna, nose, especially implants for women who have

experienced breast cancer. All this aimed at people who due to their economic situation cannot afford a prosthesis of this type.

In addition to her business and social work activities, Lucy Centeno is a triathlete who always has new sporting goals.

"I started doing sports for health, at 42 years old. Then I discovered the taste for achieving sporting challenges, which will take time because I do not have the physical conditioning of those who started at an early age ", she says.



*Lucy Centeno, Latin America Sales Manager for Commodity Components International, Inc., during the Ironman triathlon.*

One of her goals in the sport is to be the first Mexican woman to finish the Ultraman World Championship in Hawaii, where I have tried to qualify twice.

"One can realize several dreams even if they are in different areas: altruism, work, health and sports," she mentions.

Her goal in the company is to continue growing, "I hope that Commodity Components Latin America division can become the mainstay of the growth of the company, that they say this is the precedent to follow, the unit to learn from", she mentions.

**Contact them to learn about the many ways the building blocks can be successfully aligned with your organization:**

Address: Parque Industrial Prologis, Avenida González Gallo 1897, San Sebastianito, 45601 San Pedro Tlaquepaque, Jal.

Phone: 3333331002

Email: [lcenteno@cci-inc.com.mx](mailto:lcenteno@cci-inc.com.mx)

Website: [cci-inc.com](http://cci-inc.com)