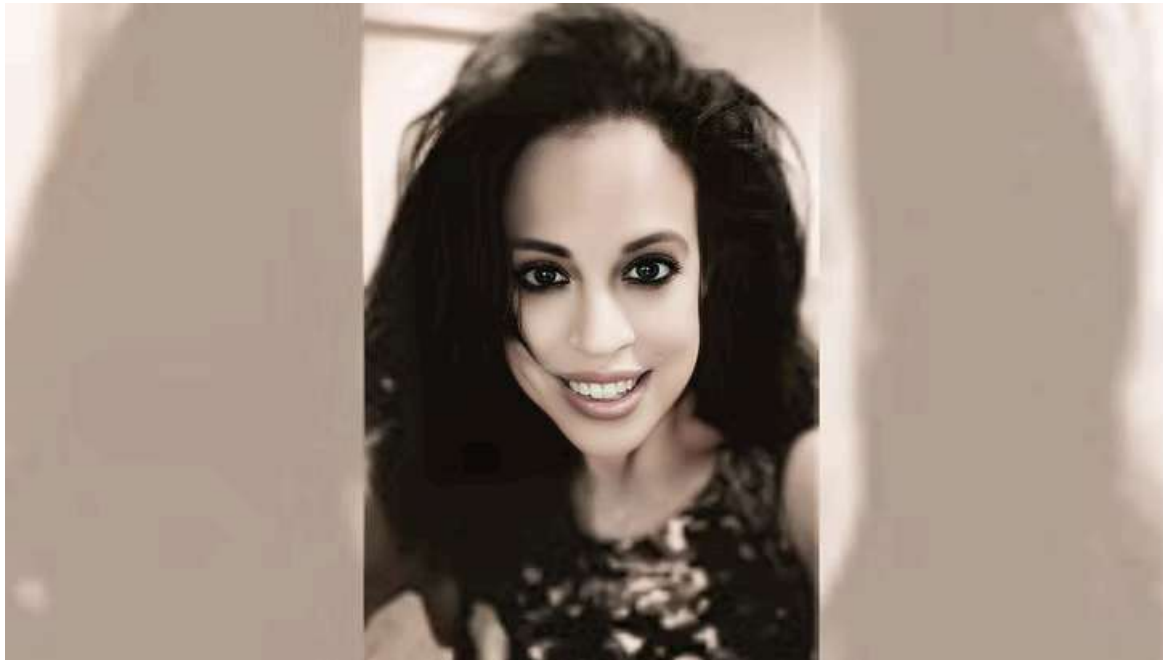




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Transforming Inventory Management: An Interview with Mirna Vera Schendlinger, Founder of Vera Group Consulting

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In today's fast-paced business environment, effective inventory management can make or break a company's success. Enter Mirna Vera Schendlinger, the visionary founder of Vera Group Consulting (VGC), who is dedicated to transforming how small and mid-size businesses handle their inventory challenges. With a firm belief that streamlined inventory processes should empower business owners rather than overwhelm them, Mirna leads a team of experts committed to simplifying inventory management. From generating insightful reports to optimizing demand planning, VGC alleviates the burden on entrepreneurs, ensuring peace of mind as they reclaim valuable time to focus on growth. In this inspiring interview, Mirna shares her journey, insights into the importance of expert inventory management, and how VGC is setting a new standard for professionalism and efficiency in the industry.

Journey to Your Profession: *Can you share the story behind your career choice? What were some pivotal moments or experiences that led you to where you are today?*

After graduating from Lehman College in 1982, I landed a job with Brylane. This was my initiation to the world of demand planning and forecasting. There were no ERP/MRP systems. You had to learn the mathematical foundations for which these systems are based. You learn the importance of product placement, cannibalization, offerings, pricing among others that affect your demand. I worked at some very big and not so big companies. What I learned along the way is that all businesses are different, regardless of if they sell the same product. You should take what you know and multiply it by what you learn.

Challenges and Resilience: *What are some of the biggest challenges you've faced in your journey, and how did you overcome them? What lessons did those experiences teach you?*

Some of the biggest challenges I have faced in my career have been being a woman of Hispanic descent, and how people interact with you. Remember, I have been in this business for over 40 years. It made me work smarter. Crucial moment : your work ethics should be impeccable, and your reputation is your calling card.

Passion and Motivation: *What drives you to do what you do? How do you maintain your passion and motivation in your professional life, especially during tough times?*

After 40 years I do not get tired of what I do. I have worked in many different industries, from fashion, to beauty, to hardgoods, and raw materials (chemicals), that while the basic principles are the same, each company has taught me something new. Continuing to learn, finding solutions for supply chain issues, generating reports to help companies to get ahead of the game, keeps my creative juices flowing. Consulting work is difficult, there are high and low tides, I keep a positive attitude.

Defining Success: *How do you define success, both personally and professionally? Has your definition of success evolved over the years?*

My definition of success has most definitely evolved through the years. Living through the World Trade Center, Hurricane Sandy had a huge effect on what I consider important. Financial security is nice, but that can evaporate in a second. Success for me is waking up in the morning knowing how much my family loves me and how much I love them, and going to bed at night knowing I have not compromised who I am. Professionally, helping my clients achieve their goals and independence.

Inspiration and Role Models: *Who has been your biggest inspiration or role model in your career, and how have they influenced your path?*

While I have learned a lot from every company I have worked in, my biggest learn curve came from working at Interparfums for 10 years. The CEO, Jean Madar, knows his business inside and out. He showed me that to succeed you should know everything there is about your business, not necessarily be an expert, but to understand the things that can affect your business. I like to know everything I can and always keep learning. Listening to your clients, and colleagues.

Skills and Learning: *What key skills do you believe are essential for someone aspiring to enter your field? How can they develop these skills?*

To be successful, you have to become intimate with your products, you have to analyze your business. DO NOT JUST take what your ERP /MRP system tells you at face value, and you must walk in your other colleagues' shoes. Vendors, Fillers, Logistics, Warehouse. You cannot do this alone. Learn from others and help others as much as you can.

Impact on Others: *What do you hope your work contributes to the lives of your clients, community, or industry? Can you share a story that illustrates this impact?*

Our world is a small place. I call it the domino effect. We help companies with inventory related issues, they have a better ROI, they start hiring more people. It's a win-win.

Balancing Life and Work: *How do you maintain a healthy work-life balance? What strategies or practices do you use to nurture your personal life while pursuing your professional goals?*

I work from home, so my work-life balance is more easily managed. I give my clients accessibility because things come up that they need urgently. This being said, when my doggie wants to play, I take 15 minutes and play with her. I watch my granddaughter after school, I have breakfast, lunch and dinner with my husband every day. Which means that my hours are not 9-5. My mantra, every moment is precious, and every moment you can show your loved ones, including your pets, how much they are loved is priceless. It does not have to be hours at a time, but a few minutes at a time.

Advice for Future Generations: *What advice would you give to young professionals or students who are just starting out on their career journey, especially in your industry?*

This is a great question. There are three rules in life.

1. Never compromise yourself, your morals, your ethics.
2. "Not my job" should not be part of your vocabulary. Learn as much as you can.
3. Always be kind.

Future Aspirations: *Looking ahead, what are your goals for the next 5 to 10 years? How do you envision growing both yourself and your work over that time?*

I would like Vera Group Consultant to be Vera Group Consultants. To be the "go to place", to get the special one-on-one attention needed to get your projects done and build a relationship. And as your company grows, we can be proud that we were part of it.

In conclusion, Mirna Vera Schendlinger's journey as the founder of Vera Group Consulting illustrates the profound impact that effective inventory management can have on a business's bottom line and overall success. Through her passion for simplifying complex processes and empowering business owners, she has created a pathway for entrepreneurs to not only manage their inventory but to thrive in their industries. By entrusting their inventory needs to VGC, businesses can reclaim their time and focus on what truly matters: growth and innovation. As Mirna continues to inspire others with her expertise and vision, her commitment to excellence serves as a reminder that with the right support, any business can overcome challenges and achieve its goals. For more information on how Vera Group Consulting can transform your inventory management strategies, reach out to Mirna at mschendlinger@veragroupconsultant.com or visit their website at <https://veragroupconsultant.com/>.

Connect with Mirna Vera Schendlinger

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