**PROFESSIONAL SUMMARY**

Over 15 years of marketing experience in a corporate environment in CPG and retail. Ample experience in designing and implementing marketing strategies for domestic and international markets. Expertise in analyzing and integrating consumer insights, market trends and marketing mix modeling into brand plans, brand management, new product launching and trade marketing. Proven track record delivering business results above plan through leadership, collaboration and persuasion. Experience in hiring and developing marketing talent and team building.

**WORK HISTORY**

07/2016 to Present

Field Marketing & Business Development Director LatAm & Caribbean. Remy Cointreau Americas – Miami, FL.

* Planned, developed, executed the marketing & media plan for the Remy-Cointreau portfolio in Latin America & the Caribbean that delivered yearly business goals above plan.
* Double digit growth on Louis XIII- portfolio’s most luxurious brand- through the implementation of a full program targeting HNWI across the region and building a certified network of retailers.
* Developed a B2B business plan for luxury resorts and hotels across Mexico and the Caribbean that have delivered incremental new streams of revenue for the company in the region
* Launched Remy Martin 1738 in Mexico and key markets in the Caribbean with a customized marketing and media plan that delivered incremental volume to the base VSOP business.
* Developed a unique and memorable brand experience in digital & at the point of consumption that returned Remy Martin XO to the path of growth in Mexico.
* Implemented the new Cointreau “Art of the Mix” campaign across the region that has delivered double digit growth.

05/2013 to 07/2016

Marketing Director Remy Martin Core Cognacs. Remy Cointreau USA – New York, USA, NY.

* Achieved 8% CAGR in volume and even higher value growth during tenure by shifting the mix towards the premium variants and exiting the VS segment.
* Successfully implemented the House of Remy Martin brand positioning and communication campaign One Life/ Live Them with programs that engaged clients at the point of consumption.
* Developed & implement new merchandising standards that delivered a premium shopping experience while educating our clients on Remy Martin’s liquid superiority at the point of purchase.
* Reverted the negative trends of Remy Martin V by reconsidering the target client and launching a targeted ATL campaign in key markets.
* Identify, manage, and develop the next generation of marketing talent within the organization

01/ 2012 to 05/2013

Consumer Insights Director. Remy Cointreau USA – New York, USA, NY.

* Provided a competitive advantage and drive value growth by creating brand strategies based on a solid understanding of consumer's needs, consumption trends and portfolio differentiated strengths.
* Support the developed of a new account segmentation model to better identify accounts by using RAD data, distributors data, Spectra and social media.
* Established a need state framework to position the portfolio of brand to serve relevant and differentiated consumer needs and consumption occasions.
* Provided actionable insights throughout the launching path of Mount Gay Black Barrel in the US market.

01/ 2011 to 01/2012

Market Research Senior Manager. Reckitt Benckiser – Parsippany, NJ

* Drove RB home care portfolio growth in the US and Canada by providing strategic insights and in-depth consumer understanding through collaboration with marketing, sales and new product development teams within the business unit and headquarters.
* Provide a meaningful and actionable insights throughout the innovation process that expanded the footprint of Lysol brand into new business categories.

12/2009 to 01/2011

Shopper Strategy Senior Manager. PepsiCo – Purchase, NY.

* Enhanced shopper engagement with PepsiCo brands to unlock portfolio, channel and customer growth by informing shopper strategy, building portfolio advantage within the retailers and enhancing the consumer experience throughout the path to purchase.

08/2008 to 12/2009

Customer Strategy and Insights Manager. PepsiCo – Purchase, NY.

* Drove profitable category growth for PepsiCo and its Grocery customers through industry-leading insights that lead to tailored and actionable shopper centric solutions.
* Establish PepsiCo as a trusted source of shopper insights and strategic partner to key grocery accounts throughout the sales planning cycle.

09/2007 to 07/2008

Shopper Insights Senior Manager. Walmart Inc. – Bentonville, AR.

* Enabled marketing and merchandising leaders to develop strategy and advance their business agenda by integrating custom research, internal & syndicated data and vendor knowledge.
* Defined the positioning and improved the quality perception of the personal care department.
* Leverage insights provided by vendors to maximize Walmart’s understanding of its shoppers deliver a single version of the truth to the merchandising team.

06/2006 to 08/2007

Knowledge Manager Information Systems. Walmart Inc. – Bentonville, AR.

* Supported Sam's Club customer-centric strategy by segmenting Retailink database to enable reporting, analysis and direct marketing.
* Supported Walmart Marketing Mix Modeling by preparing point of sale data and provided the required software and hardware.
* Maximized ROI of 3rd party data by expanding previous services and transferring best practices across business units.

05/2003 to 06/2006

Consumer Insights Manager. PepsiCo- Mexico Beverage BU – Mexico City, Mexico.

* Provided the market analysis and consumer Insight that led to a new brand strategy based on innovation, a repositioning of the brand and the launch of a new communication campaign that yield a gain of 2 share points in the Mexican carbonated soft drinks market, the second largest in the world.
* Established- in conjunction with Pepsi network of bottlers- a new account segmentation that better identified those accounts with the highest long-term revenue potential, yielding a significant increase in the ROI on POS assets.

04/1999 to 04/2003

Market Research Manager. Jugos del Valle– Mexico City, Mexico.

10/1996 to 04/1999

Client Service Manager. Factum Market Research Agency– Mexico City, Mexico.

**EDUCATION**

December 1999 Bachelor of Science: Economics

Instituto Tecnologico Autonomo de Mexico (ITAM) - Mexico City. Mexico's top-rated school in economics