



## SUMMARY

Professional with 7 years of managerial experience in Marketing of fast moving consumer goods, developing, implementing and controlling commercial strategies with effective decision making, generating successful financial results for the business units, leading internal and external teams, establishing sustainable business relationships with suppliers of the represented brands. With a strong philosophy of approach to the market by tracking customers in different distribution channels, with face-to-face monitoring, market research, as well as with the company's sales force.



Nicaragua



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## EXPERIENCE

### MARKETING MANAGER COFFEE CATEGORY / CAFÉ SOLUBLE S.A.

September 2015 to April 2016

Leading the marketing and financial strategy for the four coffee brands (company's core business), and development of new products in the local and regional market.

### MARKETING MANAGER IMPORTED BRANDS / CAFÉ SOLUBLE S.A.

January 2013 to August 2015

Leading business relationships with international suppliers, through the management of their brands in the local market. Delivering results for 15 brands, and more than 350 sku. Leading the team of brand managers

### BRAND MANAGER (IMPORTED BRANDS) / CAFÉ SOLUBLE S.A.

June 2009 to December 2012

Guaranteeing the implementation and achievement of the commercial and financial objectives of each represented brand. Establishing relationships of collaboration and teamwork with suppliers, internal staff and sales force.

### ADMINISTRATIVE ASSISTANT FOOD SERVICE UNIT BUSINESS / CAFÉ SOLUBLE S.A.

January 2008 to May 2009

Supporting in the definition and implementation of operational and administrative processes for the business unit.

## EDUCATION

MASTER OF BUSINESS ADMINISTRATION 2016 - 2017  
Universidad de Chile

DEGREE IN BUSINESS ADMINISTRATION 2003 - 2007  
Universidad Americana UAM  
Honorific mention Summa Cum Laude - Best Graduation Student

BACHELOR DEGREE 1992 – 2002  
Colegio Pureza de María

## COMPLEMENTARY EDUCATION AND OTHER ACHIEVEMENTS

“SEMINARIO DESARROLLO DE EMPRENDEDORES” 2005  
Universidad Americana UAM  
2nd place for Best Business Plan.

VI CONGRESO DE ADMINISTRACIÓN Y MERCADEO “SISTEMAS DE GESTIÓN DE CALIDAD: PROCESOS DE ACREDITACIÓN Y CERTIFICACIÓN” 2003  
Universidad Americana UAM

“PREMIO NACIONAL A LA CALIDAD” 2005  
Universidad Americana UAM y Ministerio de Fomento Industria y Comercio (MIFIC)  
Junior assessor's participation

## LANGUAGES

Spanish – Origin language  
English – Spoken and written

## OUTSTANDING ABILITIES

Responsibility, Discipline, Creativity, Proactivity, Leadership, Teamwork, Competitiveness  
analysis, Negotiation skills, communication