

EDUCATION

2016 – 2018	RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS Candidate for Master of Business Administration (MBA) degree, May 2018 Clubs: Strategy, Consulting, Marketing, Technology	HOUSTON, TX
2008 – 2009	ANDRES BELLO CATHOLICA UNIVERSITY, EXCHANGE EOI (SPAIN) Master of Marketing GPA . - Thesis Research; Awarded Cum Laude	CARACAS, VENEZUELA
2001 – 2006	SIMON BOLIVAR UNIVERSITY Bachelor of Engineering, Electronics Specialization; GPA - Cum Laude;	CARACAS, VENEZUELA

EXPERIENCE

2008 – 2016	NESTLE PURINA PETCARE Regional Brand Manager for Latin America – Premium & Mainstream Brands (2014 – 2016) ST LOUIS, MO <ul style="list-style-type: none">Analyzed, assessed and developed Strategic Marketing Plan for LATAM Dog Chow, Alpo, ONE & Beneful to promote sustainable brand growth and ensure alignment within more than 20 countriesResearched and studies market data to develop I&R, define pipeline, strategize communication and promotionDevised action plan and managed remote teams for Introductory product launch, overcoming complex market scenario, executed simultaneously in 7 countries in record time. Sales over target +130%Led multifunctional team to optimize Alpo's commercial and financial performance; presented to and approved by President and Board of LATAM. Marginal Contribution +150bps, 40% SKU reduction and Brand RelaunchProactively led launch of new brand to protect portfolio performance, anticipating new market dynamics due to a competitor's acquisition. Built recommendations for brand guidelines and implementation kit Consumer Marketing Manager – Dog Food Brands (2012 – 2013) BOGOTA, COLOMBIA <ul style="list-style-type: none">Led national level Innovation and Renovation, amplification and media planning for dog brand (70% of portfolio), promoting growth while ensuring budget and profit. Record sales and shareFocused on consumer experience to promote category entrance and loyalty for Puppy Chow launch, with creative amplification plan and alignment on all contact points. Growth share +250bps, +18% brand equityLed Social Responsibility Plan to build consumer trust, and continue online engagement with consumers, achieving trending topic on social media and resulting in largest donation for shelters Jr Brand Manager– Cat Food Brands (2011 – 2012) <ul style="list-style-type: none">Flawless implementation and transition of Cat Chow's new brand image and communication, predicting impact on consumer's behavior and perceptions, and managing trade logistics to avoid market loss. Growth +11.1%, Consideration and brand equity +5pts, reigniting brand presence and penetration.Forged a new partnership with DreamWorks (Puss in Boots movie) to increase consideration for Friskies. Sales doubled for a solid 2nd place in wet segment, while introducing 2 new varieties with no cannibalization Jr Brand Manager – Dog Chow Special Team – International Mission Assignment (2010) <ul style="list-style-type: none">Selected to transfer from Venezuela to Colombia to participate in recovery team to address and reverse brand crisis of 10% loss on share, with overall business review and action plan. Campaign awarded Gold Effie (Internet Planning) that stopped and reversed brand fallIntegrated Business Planning (IBP) Process Leader, coordinating efforts of country level market heads of several departments including Marketing, and Trade and Sales teams to develop aligned business plan guides	
2007 – 2008	RUM SANTA TERESA Local leading producer and distributor of alcoholic beverages CARACAS, VENEZUELA Commercial & Marketing Trainee <ul style="list-style-type: none">Created, analyzed and distributed market insights and sales performance reports to Commercial partners.Member of the SAP implementation team to ensure smooth transition for sales force	

ADDITIONAL INFORMATION

Languages: Spanish (native), English (proficient), Portuguese (elementary)

Activities and Hobbies: dance aficionado, soccer enthusiast, indoor cycling instructor, pro bono media consultant