## LIC. MAYTE SOBERON ARRIETA

Hegel 129 - 702. Col. Polanco. México City. C.P. 11560

Phone: 55-20-95-97-10 E-mail: maytesob@hotmail.com

# **SUMMARY:** Marketing leader with 15+ years of experience in global and local brand management developing and executing effective strategies, driving revenue and profit growth. Expertise also includes Trade Mkt and Market development management.

**STRENGTHS**

• Marketing, Trade Mkt and Commercial skills

• Results oriented

• Analytical skills to identify market opportunities and develop strategic brand plans

• Team work and development of others, leading cross-cultural teams

• Management of multiple tasks/projects and deadlines

Evaluated in Kraft as a high talent and member of the Growing @ Kraft program.

##### PROFESSIONAL EXPERIENCE

**FELGUERES TRAVEL GROUP (Sep 2018 to date)**

**Travel Advisor**

* Planner and organizer of worldwide trips based on the clients’ needs and budget to offer bespoke experiences.
* Leader of the innovation and marketing strategy of the travel agency to increase the clients’ portfolio.

**PERNOD RICARD (Jan 2013 to Sep 2019)**

**Global Sr. Trade Marketing Manager and Market Development Manager of the Tequila Portfolio (Mar 2015 to Sep 2019)**

* Responsible to develop the global Trade Marketing and commercial strategy for the agave portfolio (Olmeca, Altos, Avion and Del Maguey mezcal), in line with the global brand’s strategy and business targets, including the global price strategy of the brands.
* Lead development of the innovation strategy, limited editions and VAPs to be launched globally.
* Development of global toolkits, assets and programs to be implemented globally in the On and Off trade.
* Responsible for the Marketing and Commercial brand development of the House of Tequila Portfolio in different markets to launch or grow the tequila business, working closely with the local teams. Responsible of the following markets:  
  - Travel Retail business worldwide (airports, cruise lines, border shops), the 3rd top market for Pernod Ricard’s tequila portfolio.   
  - Latam: Peru, Bolivia, Argentina, Chile, Cuba, Ecuador, Central America and Caribbean

**Global Sr. Brand Manager of Altos Tequila (Jan 2013 to Feb 2015)**

* Responsible of the development of the global strategy and brand vision of Tequila Altos to be implemented worldwide.
* Developed and launched a new global brand communication platform “This is our tequila” with great success due to its universal values that flow perfectly across diverse countries.
* Development and implementation of the global digital strategy which allowed the brand to strengthen its values worldwide obtaining a robust image.
* Ensure the correct implementation of the brand strategy globally, working closely with the local Mkt teams worldwide
* Global brand revenue: +164% vs LY and USA’s brand revenue (Tequila Altos’ main market): +138% vs LY becoming the fastest growing spirit in Pernod Ricard USA and the fastest growing super premium tequila in USA in 2014

**KRAFT FOODS (Mar 2007 to Dec 2012)**

**Brand Manager of Oreo (Jul 2011 to Dec 2012)**

* Responsible of a total revamp of Oreo (portfolio optimization, new artwork development, biscuit rightsizing and formula improvement) recovering leadership in modern trade with 28% SOM an increasing GM +15pp
* Responsible for the management of Oreo’s Facebook fan page in Mexico (with more than 2M fans).
* In 2011 developed a full integrated Marketing Communication plan developing the 3rd best evaluated Oreo version worldwide with spokesperson Benny Ibarra, including TV, Out of Home media, sampling, activations, digital and BTL events in key locations.
* Duplicated Foodservice channel by generating alliances with Krispy Crème, Holanda, Dairy Queen, etc.
* Selected the Marketing leader for the SAP implementation in Kraft Mexico in 2012

**Jr. Brand Manager of Chips Ahoy! (May 2009 to Jun 2011)**

* Responsible of designing and delivering a full re launch of Chips Ahoy brand increasing net revenue from $4M USD in 2009 to $15M in 2011 and duplicating GM to 32% with: new formulation, new artworks, and new products launch, duplicating SOM (from 9 to 18%). The additional volume has strongly contributed to absorb plant fixed costs by estimated $1M USD a year.
* Responsible of the development and implementation of Chips Ahoy’s first media campaign in Mexico: TV, digital, magazines and Out of home. Responsible of the creation of Chips Ahoy’s fan page in Facebook, achieving 50k fans in the 1st year.

**Brand Associate of Oreo (Mar 2007 to Apr 2009)**

* Responsible for implementing Oreo’s new products launch increasing sales 25% in 2007 and 22% in 2008, achieving leadership in modern trade.
* Responsible of the communication strategy, developing and implementing the first local campaigns for Oreo in Mexico.
* Leader of the first Christmas program with promotional items and including TV and BTL campaign with a POP plan implementation.
* Responsible of proposing, developing and implementing a right sizing project of the Biscuits category to improve profitability saving 3M USD in one year, and targeting affordable price points increasing penetration +3pp total Mexico.

**GRUPO HERDEZ (From Jan 2004 to Mar 2007)**

**Sr. Brand Assistant of McCormick (May 2005 to Mar 2007)**

* Responsible for Real Mayonnaise launch in the north of the country, achieving 8% SOM in the 1st year.
* Responsible of Marketing and Trade Marketing activities of Real Mayonnaise including the development of local campaigns and ad hoc promotions for the customers of the north of the country.

**Jr. Brand Assistant of McCormick (Jan 2004 to Apr 2005)**

* Responsible for the management of $20M USD budget of Grupo Herdez most important brand (50% of the company’s business). Responsible of the analysis of mayonnaise’s market to identify and propose the launch of a product to compete in the north of the country where McCormick wasn’t leader.
* Responsible for implementing mayonnaise, mustard, teas and marmalades campaigns.

**TV AZTECA (From Sep 2002 to Dec 2003)**

**Local sales administrator**

* Responsible of the sales administration of the northeast offices in the country
* Responsible of local offices administration: cost and expenses control, budgets, contracts, invoicing

**EPI MARKETING RESEARCH (From June 2001 to Aug 2002)**

**Quantitative and qualitative projects’ assistant**

* Responsible of the coordination of projects of international clients, in charge of fieldwork coordination and supervision and responsible to design and deliver final presentation and recommendations for the clients.

**EDUCATION**

* **UNIVERSIDAD IBEROAMERICANA (1997-2001)** Business Administration Degree.

**Marketing** Subsystem

6th semester: Interchange with Deusto’s University in San Sebastian, Spain

* **COLEGIO FRANCÉS DEL PEDREGAL (1991-1997)** High School.
* **INSTITUTO ALEXANDER BAIN (1981-1991)** Elementary School.

### LANGUAGES Spanish and English: native French: basic

### TRAINING

* + - Diplomado Desarrollo de competencias Directivas / ITESM (Sep ‘11 – Nov ‘12)
    - New Managers Program / Harvard Business Review-Kraft (May – Oct 2011)
    - Becoming a Leader / ITESM-Kraft (Aug 2007)