

Ana M. Ortiz

11455 NW 83rd Way
Miami, FL 33178

(305) 335-8073 • (786) 227-1788

anaortizusa@gmail.com

PROFESSIONAL PROFILE

www.anamortiz.com

Bilingual Sales and Trade-Marketing expert with extensive international experience in beauty, food and electronic consumer products for companies such as GP Batteries, Motorola, Frito-Lay and PepsiCo. Direct responsibility for the U.S. (Florida) and Latin American markets. Generated sales for **Sedano's, Presidente, Publix, Walmart, KFC, PIZZA HUT** and **Taco Bell**. Strong Background in developing ecommerce channels (amazon, mercado libre), trade marketing strategies for modern channels and different types of retails. For **Golinex**, I opened commercial relationships with Bloomingdale's in Florida, and positioned the company as POP Material preferred vendor through a bidding process for Bank of America. Skilled at planning and executing strategies and motivating others. Result-oriented, versatile and an excellent communicator.

PROFESSIONAL EXPERIENCE

Senior Business Development Manager (Sales & Marketing)

September 2018 - Actual

GP BATTERIES AMERICAS, Miami, FL.

Lead, align and implement global marketing and regional commercial strategies, with the objective to gain GP's market share and sales revenue.

Key contributions include:

Sales

- Develops and implements sales strategies and growth plans necessary to maintain and strengthen portfolio & market segments.
- Provides strategic and development support to active client pool plus development-support of new clients.
- E- Commerce business analysis & development (amazon & mercado libre).

Marketing

- Align global marketing strategy and influence regional sales office and business partners for local adoption and implementation.
- Collect and analyze the market, competitors and consumer trends in order to generate actionable insights for the region.
- Develop and build synergy on portfolio strategy, new product launches, marketing campaigns and executions within the region and with Headquarters.
- Lead key regional marketing initiatives (plus Co-organize global marketing workshops, event and exhibitions). Monitor and timely reporting on key activities, sharing best practices with HK / Clients.
- Manage creative and media agencies.
- Manage the Annual Promotional Budget of \$0.5M

Marketing Manager (Special Project)

January 2018 - April 2018

JAZWARES LLC, Sunrise, FL.

A brand with global presence and experienced leadership in the Licensed Toys and Games market. Their portfolio includes Tube Heroes®, Minecraft®, Peppa Pig®, Terraria®, Adventure Time®, Plants vs. Zombies®, and Star Wars® just to name a few.

Direct Reports: 5 Marketing Specialists, Web Designer, Art Designer, and Digital Specialists with a budget of \$1.5 M.

Key contributions include:

- Lead the development, implementation, and management of strategic and tactical marketing programs focusing on marketing activation, business operations, and customer management for assigned segment(s) in order to achieve financial growth and profit targets (First Act & First Act Discovery Brands, Bob the Train Brand).
- Promoted positive relations and reviewed store trends along with changes for maximizing goals and objectives.
- Supervised the planning and development of company marketing and communications materials for 27 brands.
- Developed and managed international marketing strategies (4 territories worldwide).

Customer Development Manager

May 2016 - May 2017

ADVANTAGE SOLUTIONS, Doral, Fl.

Nationwide company with 300 employees in South Florida, dedicated to negotiating promotions, sales volumes and shelf spaces with large and independent supermarkets. Reported to a Sales Director and supervised a team of 5 Executive Retail Associates. Responsible for **Unilever's** top five categories (Country Crock spread, Breyer's Ice Cream, Lipton Tea, Hellmann's Mayonnaise and Knorr). Executed Unilever's Trade Marketing programs and business objectives to be achieved quarterly, and directly negotiated category management implementations (shelf space, promotions, trade discounts and co-promotional trade investments) with distribution chains such as Sedano's, Presidente, Walmart, Publix and Target among others.

Key contributions include:

- Built relationship with key supermarket chains which allowed successful negotiations in terms of volume, promotions, shelf and refrigerator space on behalf of Unilever. Increased their projected sales reaching \$5 M and \$1.5 M in annual profitability.
- Best Practices Execution - Implemented the "Perfect City Program" in Florida, becoming the second state in the U.S. generating 20% more shelf space in each category, first position in additional displays reaching the 95% ice cream portfolio in coolers.
- Budget Optimization of \$350,000 - Analyzed and allocated funds among 200 stores throughout the Miami Dade region based on specific strategic plans to address market trends.

Marketing Customer Manager

October 2013 - June 2015

PEPSICO Latin America (Beverages), Miami, Fl.

Latin American Headquarter in Miami with 30 employees. Food Service Channel-On Premise. Reported to the Latin American Sales Director and supervised a team of 18 in positions such as, Field Marketing Executive, Marketing Coordinator, Events Coordinator, and On-Premise Supervisor. Annual Promotional Budget of \$1 M.

Developed and executed Pepsi's trade marketing strategies in over 1,600 Yum! Brands Restaurants (Taco Bell, Pizza Hut, and KFC) in Latin America. Acted as Trade Marketing liaison between corporate brand teams and in-country partners (bottlers and distributors). Managed relationships with 4 local and international advertising firms based in New York, Miami, Thailand and Colombia in order to establish service level agreements regarding our brand's guidelines to implement our marketing and promotion initiatives. Managed regional relationships with **Sodexo** and **Marriott**.

Key contributions include:

- Launched Tropicana Smoothies in the Food Service Channel based on analysis of a consumer behavior study; thus, generating new consumption opportunities for other PepsiCo categories. The pilot test was conducted at Taco Bell and KFC locations in Puerto Rico.
- Gross Income Growth - Increased revenues by 1.7% through the successful activation of over 5 annual marketing programs delivering specific country-based driving sales strategies (World Cup, Incentive Plans, seasonal promotions).
- Stakeholder Confidence - Developed strategic plans to be presented before PepsiCo's Board of Directors to generate trust in the Latin American management team and to meet exceed sales expectations.
- Delivered actionable insights via research studies and surveys.
- As a result of our innovative process I led a project to interact in real time with the final consumer through a mobile App. The app allowed us to send pop messages to invite the consumer to our nearest venues or stores and communicate instant promotions among other digital marketing promotions.
- Developed and customized 32 campaigns and 3 new products, 2 Annual operating plans and 8 special events to show product innovation for our franchisees.

Director of International Sales & Marketing

June 2007 - September 2013

GOLINEX INC., Miami, FL.

Company dedicated to the manufacture and commercialization of promotional products, advertising specialties and corporate gifts. Reported to the owners and supervised a team of 10, including Managers, Coordinators, Analysts, and Designers in the areas of Trade Marketing, Sales, Logistics, Marketing, Accounting, and Media with an annual Promotional Budget of \$475 K.

Led the design and manufacture of high-quality point of purchase and promotional materials for corporate clients, display booths for trade shows and events, giveaways, among other items. Managed P&L and oversaw operations, including marketing, sales, legal, and accounting. Created branding campaigns, oversaw product design, and researched and implemented new product innovations. Led e-commerce site development.

Key contributions include:

- Built and structured Golinex from a \$0 to a \$3 M company within the first 3 years.
- Developed the company website and introduced digital marketing campaigns redirecting visitors to our e-commerce site. This initiative created a new revenue stream.
- Sales and Marketing - Increased sales by \$1.5 M (45%) by assessing consumer trends in Latin America and deploying a regional focused sales and marketing plan.
- Developed an IT platform via internet that allowed for the collection of data from point of sale to be sent in real time to clients subscribed to this new service. It allowed them to proactively make decisions on assortment, price and exhibitions, etc.
- Successful results: Launched POMBOS Bags brand exclusively for Bloomingdale's with sales of 700,000 in 7 months. We integrated the preferred vendor list of important companies such as: **Bank of America, Alpina and Samsung** along with others.

Trade Marketing & Retail Manager

May 2005 - May 2007

MOTOROLA SOLUTIONS, Caracas, Venezuela

In charge of improving Customer Service with instant communication. Direct Reports: 52. Merchandising team, 4 Carrier Managers and a budget of \$590 K. Delivered trade marketing and retail strategies within Venezuelan and Colombian markets. Directed marketing budget of \$5.9 M in creation of programs and strategies driving business at points of sale.

Key contributions include:

- A digital incentive plan was developed for the counter salespeople at operators' points of sale (Movistar, Movilnet and Digitel) and sales grew 123% in 15 months. The incentive program was named *MotoPremios*.
- New Retail Development: Increased retail channel sales by 11% over 18 months by developing commercial relations with nontraditional cellular phone retailers, including Imgeve, Blockbuster Video, Disco Center, and other new channels.
- Delivered product training for inside sales representatives of 3,455 points-of-sale in Venezuela, enhancing retailer product knowledge and driving sales recommendations (Movistar, Movilnet & Digitel's Stores).

Trade Marketing Manager

May 2000 - April 2005

PEPSICO - Frito-Lay, Caracas, Venezuela

American subsidiary of PepsiCo that manufactures and sells corn, potato chips, and other snacks.

Direct Reports: 3 - Sales team, 11 Marketing Specialists with a budget of \$300 K.

Created marketing campaigns, developed planograms for effective shelf displays, allocated promotional budgets, and managed creation of custom promotion materials for points of sale. Support special events, anniversaries, sales force conventions and trade shows.

ADDITIONAL CAREER EXPERIENCE

Further functions in other firms included:

Blockbuster Video

Marketing Manager

Coca Cola FEMSA

Key Account Manager

Best Western Hotel

Marketing Manager

ACADEMIC BACKGROUND

University of Santa Maria, 1990 - 1995

Caracas, Venezuela

Bachelor's Degree in Business Administration

University of Santa Maria, 1995 - 1997

Caracas, Venezuela

Graduate Diploma Marketing Management Specialist

Metropolitan University, 1999 – 2001

Caracas, Venezuela

MBA in Marketing Management

The Partner Group, 2002

Certificated in TPG CATMAN process
(Management category)