

Lucía de Paz

EDUCATION

Digital Marketing OMCA & SEO	University of Georgia	Georgia, USA	Ongoing (July 2019)
Coaching Certification	HPI International	Ecuador	November 2015
Master in Business Administration	Instituto de Empresa	Spain	December 2006
Marketing Diploma	EAFIT	Guatemala	May 2005
B.A. Political Science & Art History	Principia College	Illinois, USA	June 2000

TEACHING & CONSULTING

PRINCIPIA College
Assistant Professor
July 2016 - Present
Illinois

Professor of Business Administration imparting knowledge and learning experiences in Marketing, Sales, Communications and Entrepreneurship.

- In charge of course development and design of business courses.
- Lead and designed the Marketing concentration offered to majors.
- Key player in designing the structure of the Entrepreneurship core curriculum shaping the Minor and Concentration programs.
- Manage classroom environments through experiential learning and lecturing at an undergraduate level.
- Aid students through their formation process through coaching and advising.
- Develop strong teambuilding skills, preparing students for multi-functional business environments.
- Use previous International experience in Central and South America, Africa and Europe added to a perspective from four different industries to guide students through real-life business scenarios.
- Provide private companies with strategic advising through student-led projects.

Marketing Professor – Part Time
2011 – 2014

Universidad San Francisco de Quito, Business School
Ecuador

- Professor of 400 level courses in mass consumer marketing through case methodology teaching.

External Consultant
2006

General Electric, Money Bank
Spain

- Conduct a market trend analysis in consumer finance products: Mortgages, Auto and Consumer loans.

PROFESSIONAL EXPERIENCE

NESTLE

Consumer Marketing Manager

Oct 2009 – Jun 2016

Ecuador

- Marketing manager of Dairy Culinary, Plant-based Beverages and Cocoa and Malt Beverage categories. Brand champion of MILKMAID®, RICACAO®, NESQUIK® MILO® and NESTLE AVENA® in Ecuador.
- In charge of marketing strategy defining annual & long term plans for the brands. Select and define market studies: Home Panel, Nielsen, Store Audit, Segmentation Studies and Blind Product Tests among others.
- Generate demand with strategic/ tactical activities in up & down the trade. Execute media plans and budgets.
- Project leader of multi-functional teams in new product development. Assure profit analysis & launch campaigns.
- Analysis of relaunch of Plant-based Oat Category and new brand architecture definition in the migration from AVENA NESTLE® to CEREAVENA® including new recipe, product, brand consumer tests and definition of new brand and logo.
- In charge of Government Bids for NESTLE Dairy Category.
- Line manager of marketing teams with brand management and marketing analyst reports.
- Mature and leading Cocoa & Malt Beverage brand RICACAO® reached two consecutive years of double digit growth after decrease in sales from previous years.
- RICACAO® 5K race with effective Public Relations results reaching over 200k in Free Press

Estilizzato/ JOHN PAUL MITCHELL SYSTEM

Project Launch Manager

Aug 2008 – March 2009

Guatemala

- In charge of evaluating the startup's business concept and drafting the business model. Launch of a distribution company within the beauty industry, managing the Paul Mitchell Brand in Guatemala.
- Completed a through business plan defining annual forecasts, investments, financial, accounting, and management structure of the company.
- Developed a marketing plan, defining the initial product line, pricing, promotion and segmentation. Supervised the processing and completion of the sanitary records to assure commercialization of products.
- Reach negotiations with third party distributors to assure country-wide placement.
- Recruitment and training of sales and administrative personnel.

JOHNSON & JOHNSON

Category Manager

Mar 2007- July 2008

Mexico

- In charge of Primary Care franchise: 24 products in Central America and Caribbean (21 countries),
- Responsible for 56% revenue of regional sales.
- Generate market analysis per country, identifying opportunities in accord to each market.
- Develop strategy and promotion of products, defining sales objectives by country/ product/ and brand.
- Outline with supply and demand monthly rolling for production of over 100 SKUs.
- Six products held leading market share positions for the region. Innovative strategy definition and successful execution plans rescued sales of two top mature products.

MILlicom INTERNATIONAL CELLULAR

Feb 2006 – Feb 2007

International Roaming Coordinator

Chad / Spain

- Responsible for starting the International Roaming Department of Chad from base zero remotely from Spain.
- In charge of defining prices and settling legal agreements with other international operators.

Mar 2003 - Dec 2005

Brand Manager, Marketing

Guatemala

- In charge of post-paid products: Corporate (fixed lines, Internet & mobiles) and Individual Lines (33% of revenue).
- Analyze market behavior, design promotions, pricing strategy, revise and approve publicity and media coverage.
- Member of TIGO Committee in charge of re-branding transition from COMCEL to TIGO
- Launched new product for small to medium size companies increasing sales by 30% in the first trimester.
- Managed social responsibility projects within the company with a separate budget of over \$2MM.
- Managed corporate web page and customer service web page.

July 2001 – Sept 2002

Call Center Supervisor, Customer Service

Guatemala

- Reorganizing department after 30% of job cuts & low grade of service.
- Line manager of 40 customer service operators and responsible for hiring and training.
- Increased grade of service from 70% after job cuts to optimal level of 80%.

SEMINARS AND COURSES

Stanford Design School	Teaching & Learning Studio Seminar	2018	Stanford, CA
Harvard Business School	Business Case Methodology	2017	Cambridge, MA
Nestlé	Generating Demand	2012	Mexico
	Shopper Metrics	2011	Ecuador
	Packaging	2010	Ecuador
J&J University	Advanced Market Research	2008	Princeton, NJ
	Marketing for In – Line Products	2007	Mexico
Instituto de Empresa	Brand Strategy	2006	Spain
	Corporate Venture	2006	Spain

AWARDS

Nestle Awards 1 st Place BRANDS RICACAO 5k Race	NESTLE	October 2014
Silver Effie Award MILKMAID SWEET MOM PROMOTION	EFFIE ORGANIZATION	October 2010

LANGUAGES

Spanish, (mother tongue) English, (fluent, bilingual) French, (intermediate)