

ALEJANDRA DELGADO MAINIERI

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PROFESSIONAL EXPERIENCE

BRITISH AMERICAN TOBACCO PANAMA

February 2014 – Up to date

Trade Marketing Manager – Panama

May 2019 – Up to date

- Design and implement staff incentive programs in Key Accounts of convenience channel, through the team of trade marketing representative
- "Master plan" creation to guide the trade marketing team to accomplish company ambition of incrementing volume, profit and SOM KPI's
- Develop sales strategies and product relieve in 80/20 retailers to achieve volume objectives
- Create a structural budget of annual activities, with an efficient use of resources and maximizing retailers per activities
- Design and execute plans to accomplish KPI objectives of new Brand or SKU's launches in every distribution channel
- Develop staff incentive platforms to distributor's sales reps to reach volume and different brand launches objectives
- Maximize communication between distributor and trade marketing team, optimizing negotiation resources

ACCOMPLISHMENTS:

- Increased market share by 15.5% on Innovation segment in Convenience Channel, getting positive feedbacks of staff and generating Brand awareness to a greater Word of mouth through successful staff incentive platforms
- Led a team of 8 BAT representatives, focused in making BAT the best business partner for retailers in Panama, through 100% of activities execution with a 30% increase annual volume
- Re-organized the Trade Marketing Team to focus their role in adding value to our clients by creating activities that generated extra volume per month
- Member of local leadership team, in charge of ensuring the correct functioning of the market on all its areas (marketing, finance, human resources and distribution) and Panama team

Regional Brand Manager – Panama/ El Salvador/ Dominican Republic

January 2017 – April 2019

- Plan the strategy to execute new Brand launches and/or SKU's with different regulation in 3 countries
- Coordinate and implement ATL platform strategy with newspapers, billboards, and radio advertising, creating a jingle to promote the new brand
- Build staff training platforms for different distributors of category
- Design Brand activities and trainings for key accounts staff to reinforce Brand messages and boost sales of new products
- Lead marketing agencies communication in each country to maximize brand performance
- Constant and creative development of marketing plans, aligned to growth objectives to maximize consumption opportunities and strengthen consumer relations

ACCOMPLISHMENTS:

- Designed and executed the biggest 360° marketing plan for a new Brand in DR market, based in generating product trial and direct communication to consumers. Internally awarded initiative in the region.
- Achieved every new launch target objective: Brand coverage, Brand awareness and product trial, all above 15% of expectation in less than 4 months
- Lead a team of 3 people in each country to execute all campaign of activities and brand launches

Brand Manager - Costa Rica (Short Term Assignment)

March 2016 – September 2016

- Lead and follow up the execution of a new Brand and product in Costa Rica with coverage, awareness and product trial as main KPIs
- Design new SKU launch strategies with focus in consumer activities: events and disruptive activations
- Train and lead a 5 team of people to execute more than 10 BTL campaigns nationwide
- Negotiate brand activation of BAT portfolio in Costa Rica with one of the most recognized events producers in the country (Jogo)
- Efficiently execution of portfolio Budget
- Start the planning of activities directed to Chinese trade in Costa Rica, based in previous experience of Panama community

ACCOMPLISHMENTS:

- Led the execution strategy of 2 new SKU launches for the Costa Rica portfolio, reaching +66% incremental sales volume vs initial plan among 4 months of product in market

- Managed and executed the Annual Brand Budget. Brought important efficiencies that allowed us to increase consumer approach with 10% less budget than previous year

Brand Manager - Panama

August 2014 – March 2016

- Create and develop trade engagement activities for traditional channel and implement it through TM&D team with +15% ROI
- Develop and execute 3 important events with more than 150 clients and consumers of Chinese community for a new product launch aimed at this consumer niche
- Create monthly presentations to report the ongoing activities development and impact strategy for future 3 months

ACCOMPLISHMENTS:

- Designed and implemented activities that generated volume and product rotation in traditional channels that driven a sales increase of +2.5% in a 3 months period

Marketing Analyst - Panama

February 2014 – July 2014

- Analyze distributor sales information for the development of KPI's and marketing strategies aimed at facilitating decision-making by end market committee
- Development of reports and presentations with sales information and Brand activities oriented to fulfill the decision-making process.

ACCOMPLISHMENTS:

- Implemented of a new EAM (*Effective Area Management*) tool that measured coverage and availability of our products in POS and helped us to streamline the daily decision-making process.

DICHTER & NEIRA – RESEARCH NETWORK

2010 - 2012

Project Analyst

2011 - 2012

- Analyze and design reports and presentations with quantitative surveys results
- Training realization to field personnel to implement surveys
- Present results of market research to selected clients

ACCOMPLISHMENTS:

- Developed more agile quantitative results reports, which resulted in an increase in client portfolio and sales of +16% year end

Project Assistant

2010 – 2011

- Coding and separating data collected from database after conducting field surveys
- Make presentation mockups and then introduce the market research data
- Review and organize materials to carry out the complete field surveys

ACCOMPLISHMENTS:

- Participated in the achievement of sales objectives with a 98% fulfillment of sales year end

EDUCATION

MASTER'S IN MARKETING DIRECTION AND SALES

July 2012 – July 2013

EAE Business School – Barcelona, Spain

BACHELOR'S IN MARKETING AND INTERNATIONAL TRADE

February 2007 - April 2011

Universidad Tecnológica de Panamá – Panama

Capítulo de honor, Sigma Lambda

RELEVANT SKILLS

- **LANGUAGES:** English and Spanish - Fluent
- **COMPETENCES:** Recursive, result-oriented and problem-solving, communication skills at all levels, fast pace worker