

## María Paz Mandiola Risopatrón

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### PROFESIONAL PROFILE

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I am an empowered person strongly oriented to results. I like new projects, responsibilities and challenges. The experience I have acquired working seven years in CPG Marketing has given me the tools to develop solid and efficient data driven strategies, both as a Regional LATAM Consultant and as Brand Owner of brands that raised Market Share of 6.1 points in three years in very competitive markets. Having participated in sales area as well, gives me an integral commercial vision and strengthen my capacity to take decisions under pressure, achieving my KPIs beyond the goal, with growth of 7% in sales and 11% in margin versus previous year in my accounts.

### PROFESIONAL EXPERIENCE

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#### BETTER BRANDS SA

##### Founder & CEO

- Data-Driven Brand Strategy Consultancy services focused on building positive impact in a profitable way. Design, execution and analysis of Market Research studies, Design and implementation of interactive workshops, advisory and guidance for Brand Positioning, Identity, Communication and Innovation brand challenges.

#### PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE, Chile (#1 Chilean University, QS Ranking)

##### Brand and Product Strategy Part-time Professor - January 2020 to July 2021

- Design and implementation of elective unit for the School of Business and Economics for undergraduates coursing their last year of Business and Economics career.

#### COMPAÑÍA CERVECERÍAS UNIDAS (CCU S.A), Chile (#1 Chilean Brewer with presence in 6 Latams' countries)

##### Marketing Development Manager - December 2017 to Jan 2021

- Design and implementation of Marketing Best Practices for all CCU LATAM subsidiaries, in every industry in which the company participates (beers, sodas, water, spirits, wines, etc). Focus on the generation of efficiencies through synergy and collaboration between the holding companies. Consultant role in the strategy and executions of brands and currently development Marketing Data Analytics projects for the company (using Rstudio).

#### COMPAÑÍA PISQUERA DE CHILE (CCU S.A. Filial, Chile)

##### Retail KAM - May 2016 to November 2017

- Management of the supplier-client relationship with the Cencosud and Montserrat supermarket chain (27% of total modern channel) with the aim of improving the company's commercial conditions with the client. Monitoring the presence of our product portfolio at the point of sale, pricing and discounts strategies design and implementation, coordination of the sales force at a national level, planning of the distribution and forecast of each sku, inclusion of new products and negotiation of commercial agreement.

##### Marketing Chief - March 2015 to April 2016

- Agency relationship management (creative, digital, media, PR and BTL agencies), development and launching product innovations, Budget control and administration (\$2M USD), regular monitoring prices, sales, market share, margin, stocks, distribution and forecast to give appropriate suggestions to the management. On this period we launched several innovations developed from scratch and successful mass media campaigns.

### **Marketing Engineer - March 2013 to February 2015**

- Implementation of the Marketing Program, supervision of BTL activities, ensuring the brand image implementation. Support Sales and Trade Marketing areas in the correct use of our brand identity. Budget administration, support in administration of Pisco Mistral Distillery and Sales. On this period, we proudly raised First Preference in 4.8 points and Market Share in 3.4 points.

### **WIRE ROPE INDUSTRIES (Canada)**

#### **Business Intelligence Analyst - March to August 2012**

- Support Management in making decisions through Market Analysis Reports. Market size estimation from secondary data, econometric regressions and competitors analysis.

### **SERNATUR (Economy, Foment and Tourism Ministry of Chile)**

#### **Professional Internship - December 2010 to January 2011**

- Support in running investigation in Sustainability area and support in marketing activities implementation.

### **Fundación Foro Innovación (ONG, Chile)**

#### **Red de Mentores Part-time Program Coordinator - March to December 2011**

- Support and monitoring micro entrepreneur counseling program.

## **ACADEMIC BACKGROUND**

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UNIVERSITY OF SYDNEY

**Master of Data Science Candidate**

**2021-Present**

PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE

**Commercial Engineer mention in Business and Administration**

**2007-2011**

COLEGIO SAN BENITO

**Complete School Education**

**1994-2006**

## **ADDITIONAL INFORMATION**

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**Nationality:** Chilean

**Date of birth:** 1988/10/24

**ID:** 17.082.944-1

**Civil status:** Married

**Language:** Native Spanish, advanced English and basic French.

**Activities of interest:** Music and sports