

MI BIO

I have built my career working for more than 20 years in the marketing area, with more than 10 years in mass consumer market in alcohol business (Cervecería Nacional Dominicana). Have worked and manage local and international brands and corporations like Banco de Reservas, Ministerio de Relaciones Exteriores, Sony Entertainment, Periódico el ABC (españa) Presidente beer, Cerveza Bohemia, Miller Genuine Draft, Heineken, Smirnoff Icea, Claro, Colgate, Cesar Iglesias, Vimenpaq, Café Serrano, Café Manabao, Fresh Market, and others. My last position within the company CND was International Brands Manager managing the brands MGD, Miller Lite, Heineken and Smirnoff Ice, the premium brands of the company portfolio. My expertise and professional responsibility is to create a lasting impression among consumers and improve product sales and market share, working closely with other departments and teams, including product developers, researchers, marketing personnel, sales personnel and well known creative agencies (Publicis, Pages BBDO, JWT and Leo Burnett) in order to make sure the values and image of the international brands were followed.

Lived in Seville Spain, where I worked with CND Presidente Beer distributor in Spain. My role was the complete development of Presidente Brand Plan and introduction in Andalusia Market. Came back to Dominican Republic and opened Grupo Aro, a Creative Marketing Studio that works mainly with branding and marketing project for PYMES, star-ups and entrepreneurs. I've been General Account Director at Publicis (Young & Rubicam), And currently still working projects with Aro clients and developing consumer solutions for the corporate sector.

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