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SUMMARY

Highly accomplished, results-focused, innovator, strategic vision, inspiring and international senior business executive with proven track record of topline impact through opportunity detention and solution implementation. Leading high performing teams in challenging business, delivering high caliber results across the organization. Exceptional skills in internal and external customer service, business development, negotiations, ambiguity management and problem solving.

EXPERIENCE

Aliat Universidades – Tresalia Capital

Mexico

Chief Marketing & Digital Officer plus Business Development. Mexico City (2015 – Present).

- Evaluation, design and implementation of complete digital and communication strategy and overall customer journey online and offline. i.e. buyer persona, customer journey, automation, georeferenciation, pricing, media, innovation, PR.
- Optimization of cost for Digital lead generation 2018 (-30%), 2017 (-40%), 2016 (-65%), 2015 (80%)
- Implementation of marketing automation tool for maximizing engagement and follow up admission process as well as student activities.
- EBITDA growth of 32% by managing 3 key variables:
 - o Volume growth 24%, Pricing strategy and scholarship/discounts optimization by 28%, additional class students' size increase 15%.
 - o Investment Marketing and Sales budget increases by 3 times and hired a structure for future growth.
 - o 24% Growth in number of new students in 2016 from 2015 with an objective of 20%. Industry growth of 4.5%.
 - o Responsible for setting the marketing strategy and campaign development to trigger differentiation for growth. New campaign development "Claro que puedo".
- Rebuild our 8 new websites responsive and integrating image and key messages with a SEO content platform and strategy. Moved our SEO key words from 60th position to number 1 in 5 months.
- Student prospectus leads growth +1,167% more database vs 2015. New database was 93% useful vs 50% on traditional channels generated database.
- Growth in social media 60% more followers in Facebook. 30% on twitter and 40% on Instagram and Youtube 400% more views vs PY. § Traditional media, Paid TV, Radio, billboards, buses amongst other.
- Responsible for development a team of 28 people to create a marketing strategy, demand generation, pricing setting and revenue management as well as all financial indicators. Review and design of marketing and sales process to address a new operating model.
- Development of a new educational business model for Aliat to differentiate value proposition from competitors.
- Accountable for sales process, communication, segmentation, incentives and alumni experience.
- Projects currently being develop: dynamic pricing, marketing communication strategy and campaign, sales process reinvention, segmentation, campus redesign amongst others.
- Public Relations campaign to position the University in different segments and among the business community.

Instituto Tecnológico y de Estudios Superiores de Monterrey

Mexico

Group Brand Marketing and Content Director. Monterrey (2014 – 2015).

- Responsible for re-building the brand image, positioning and content generation for all University components.
- Creation of a content factory and negotiation with grupo expansion-CNN to generate the communication platform.
- Create an organizational structure to leverage the new brand communication strategy amongst all schools, sorteos and hospitals.
- Content development for attraction, digital, institutional communication, brand experience and academic events.
- Brand architecture, guidelines, image and usage rules to guarantee consistency internally and externally.
- Re-define and develop marketing processes and organizational structure for the communication platform (25% less marketing structure around 200 people)

SAP Program Manager. Monterrey (2013 – 2014).

- Responsible for implementation of a global operating model, definition of local process and new SAP platform alignment to support our growth agenda and working efficiency. Transforming the company into a more agile and lean organization, through people, brands and products.
- A senior executive managing a team of 85 people from Operations, Marketing, Finance, HR and IT to assess, validate, adapt and adopt a new global operating model and integration system (SAP).
- Selected within the organization to lead the most important project to create a new global operating model.
- Most successful and complex deployment amongst 100 markets, with exceptional results in time and manner.

Head of Regulatory and Corporate Affairs. Mexico (2012 – 2013). Responsible for government engagement and external media news communication. Accountable to foresee business sustainability, balancing the regulatory environment, new bills prohibiting industry operation and other global activities that impact Mexico.

- Successfully developed a strategic engagement priority plan for Mexico with Global and Regional alignment.
- Achieved for three consecutive years having Mexico without new regulation against the business. Only country in the world to achieve this so far.
- Proactively led an international engagement plan against tobacco, by unifying Tobacco producers in Lacar.
- Proposed and drove the development of corporate business monitoring system to track legislators and associations, to go beyond people personal knowledge and connections.
- External media management and training to board members to guarantee unified message and positions.
- Anti-Illicit engagement plan working with authorities to reduce from 18% of illegal brands to 11% within a year.
- Company taxation strategy and engage with Authorities to implement a sustainability business model. (two-tiers)
- Implementation and communication of social responsibility industry programs.

Head of Premium Brands. Monterrey (2011 – 2012). Responsible for developing and implementing a new portfolio strategy in a new challenging environment. Led 24 people within the function span. Accountable for creating consumer opportunities based on trends, sales, promotions, trade and POS communication and channel strategy. **Double hatting leading a culture change management project for the company (HR).**

- Brought to Mexico the first innovation to our key brand “Dunhill switch capsule” product, with differentiated packaging and unique promotions achieving positive market performance (+0.6 percentage points to achieve a 1.4% market share).
- Evaluate and developed a new segments proposition and marketing mix for the Mexican market (100’s, 14’s, Switch, etc) gaining important share. (Switch +0.6%, Camel +0.7%)
- Guarantee alignment, engagement and implementation excellence across channels for brand activities in Mexico.
- Implemented an agency pitch to integrate all brands under one agency saving 0.9mn Usd.
- ***Special Human Resources Project.*** Responsible for designing, developing and implementing a “Culture Leadership Change” and “Strategic Leadership Agenda” for the next 3 years. 16 people directly reporting, double hatting Marketing and HR. Achieved in 2013 the second best company to work in Mexico—Expansion CNN

Sr. Group Marketing Manager – Tokyo (2008 – 2011) – Responsible for turning around the biggest brand for the company in Japan. Developed a portfolio that brought back the growth agenda. 4rd largest and most profitable market in the world for the industry, highly innovative, deep budgets and extreme sales concentration.

- Drove company performance with more than 6bn USD annual revenues, to aggressively grow sales volume (+5%), market share and profit in a market 3rd player position.
- Responsible for managing brand budget (\$350mn USD) and performance of the portfolio of brands.
- Designed and implemented a new portfolio strategy that supported company strategic plans including female.
- Trigger Company pipeline and key performance indicators after a slowdown in our portfolio (Kool +0.4%SoM).
- Innovation in communication “below the line” and new ways to reach consumers in a cluttered and competitive environment (i.e. keitai database, consumer events, convenience approach, retail media outlets)
- Drove a cost savings and management program to maximize company focus and profitability (agency pitch, new promotional process, product)

Senior International Brand Manager Vogue – London (2006 – 2008)

- Responsible to manage one of largest BAT brands, with revenues of more than 2.4bn USD annually and 110M USD profit.
- Re-design global Brand strategy, personality, positioning, and alignment across all countries managing Vogue.
- Developed a Centralized agency model, establishing local structures an integration process towards strategy & implementation.
- P&L assessment across countries and action plan development (i.e. reached lowest VC for all international brands).

Camel Brand Manager – Mexico (2003 – 2006)

- Developed the most creative communication campaign for the industry for 4 years in a row, in a changing regulatory environment. (Development of a creative book)
- Accountable for 500 mns usd of revenue for the joint venture brands and a market / demand budget between 15 to 18.5 mns Usd per yr (~40% of Company brand expenses).
- Achieved strong brand image building, growth of national volume and market share (+3.5 Share points in 3 yrs)
- Responsible for forecasting P&L and management of cost and budget without margin of variation versus objectives due to legal agreements (reached lowest premium brands variable cost)
- Company representative for 2004-2006 BAT Social Responsibility process and report with external stakeholders.

Planning Manager for Trade Marketing and Distribution, – Mexico (2002 – 2003)

The Coca-Cola Company

(1996 - 2002) **Mexico City.**

Coca-Cola Brand Coordinator – Mexico

EDUCATION

Kellogg School of Management, Northwestern University

(Graduated 2014) **Evanston, IL**

MBA– One of 34 candidates from all over the world and the only one selected from Mexico to attend the Kellogg Executive MBA program • focused on finance, marketing/business strategy and general management

Instituto Tecnológico de Estudios Superiores de Monterrey

(Graduated 1996) **Monterrey, NL**

Industrial and System Engineering - graduated as one of the top 10% of class.

ADDITIONAL INFORMATION

(2012-2016)

- ITESM campus Monterrey. College teacher semester Aug – Dec 2015
- Northwestern Alumni Association Global Ambassador 2017-2019
- 2 year Council of the Counterfeit and Piracy board at *Reforma newspaper*. The most prestigious newspaper in Mexico.
- *American School Foundation*. Head of communication committee- engagement plan development to increase fundraising.
- Board Vice president for the Regional and International Students Associations, President of the Culiacan Student Association with 13 economic dependents, President and founder of the Manufacturing Group.
- Enjoy training and participating for marathons (2:59 BPR), cooking and traveling.
- Languages: Spanish Native. English Proficient, Portuguese Understand. Japanese Basic.