

MAURICIO SÁNCHEZ CUENCA

www.mauxsanchez.com

Mexico City | mauxsan71@gmail.com | +52 55 5 435 6960 | [linkedin.com/in/mausan71/](https://www.linkedin.com/in/mausan71/)

Business Designer | Customer Experience | Marketing | Business Transformation | Social Innovation

SUMMARY

Over 25 years of experience in Marketing & Sales for two of the largest FMCG companies in the world, responsible for iconic brands in different categories: confectionery, savory snacks and ice cream. Throughout his career, Mauricio has been regarded as a strategic marketer, driven by results, curious and with an inclusive leadership and people-oriented style.

Mauricio started his career at Pepsico where he evolved from Sales to Marketing in which he held senior positions: Marketing Group Manager and Sales Director for the largest region in Mexico. His ample experience with different consumers, shoppers and route-to-market models made him an ideal candidate for a fast-paced and dynamic business such as Ice Cream with Nestlé Mexico. In his tenure, Mauricio leveraged global innovation and tailored it to local needs, successfully positioning a new brands and products in Mexican market.

Thirsty for knowledge and searching for new ways to keep updated Mauricio studied a full Time Masters in Digital Management at Hyper Island UK, Manchester in 2019 where Mauricio acquired new skills to face complex problems in business and society by using human-centric design approach facilitating agile workshops and identifying insights to come out with potential solutions, taking in consideration digital technologies as an enabler.

During 2020 Mauricio enabled the design of social innovation projects, collaborating with organizations such as Cemex, AbbVie, Bayer in Mexico. In addition Mauricio is currently representing Hyper Island to develop Mexican market as business leader where he had opportunity to design and facilitate transformative journeys with organizations like IDB (Interamerican Development Bank), Danone Mx, Mondelez Mx.

Mauricio is passionate and curious about people behaviour, teamwork, technology & culture. loves networking and passionate about empathy by putting people first to drive growth and make a positive change.

EDUCATION

2019 **HYPER ISLAND UK, MANCHESTER**
MA Digital Management

2017 **HYPER ISLAND, NYC**
Master Class Digital Acceleration

1991 – 1994 **INSTITUTO TECNOLOGICO AUTONOMO DE MEXICO, Mexico**
Business Administration

BUSINESS EXPERIENCE

HYPER ISLAND AMERICAS

Feb 2020-present **Business Leader Hyper Island Latam**

Lead the development of Hyper Island business in Mexico and Latam by offering transformative learning experiences and Business Transformation consultancy to individuals and organizations to accelerate digital mindset and adopt new skills to face the challenges in businesses and society.

- Design & Facilitate Business Transformation journeys through workshops with clients such as Interamerican Development Bank (IDB), Mondelez Mx, Danone Mx.
- Speaker IAB Mexico – Digital & Education week

RESIDENCIA, Digital & Customer Experience Agency

Jan 2021 – June **Director of Strategy & Innovation**

Design an strategic growth pathway for the agency by implementing design thinking and system design methodologies to unleash the agency's creative potential, providing new services and superior customer experiences.

- Lead the strategic planning for clients (VW, Seat, Cupra, Huawei) and new businesses.
- Provide remote working tools to improve the way of working internally and solve strategic challenges with clients.
- Design and co-create new business models, to differentiate amid the Digital agencies landscape.

SARAPE SOCIAL (Social Innovation agency)

2020 **Head of Innovation**

Create the strategic design for Social transformation projects by utilizing human centered approach, and innovation methodologies, by the facilitation of digital workshops with clients to solve key strategic challenges.

- Guide the strategic alignment of CSR and social purpose in organizations like Cemex, Pepsico, Bayer and AbbVie.

-
- Design and lead Sarape Innovation Lab, providing design tools to the team to tackle social issues utilizing Design Thinking and future design frameworks.

HYPER ISLAND UK, Manchester

2019

MA Digital Management (Projects)

Over the course of six months worked with clients such as **Manchester CityCo, BBC and EY** in the following 4 modules.
Design Thinking: Our challenge was to solve the safety problem affecting Manchester night-time economy. Using Design Thinking, we were able to unleash our creativity and prototype solutions in a fast and effective way by discovering the power of Why?

Digital Technologies: Working closely with BBC, we deep-dived into the Digital Technologies that are shaping the world of the future by designing a hyper-personalized experience with a data-privacy and ethics-driven approach.

Business Transformation: How to transform an organization like EY? Based on looking and understanding the drivers of the future of the workforce, society and businesses, we came up with a Business Transformation journey that might position EY ahead of their competitors.

Innovation: How would be the Agency of the Future and what would be a sustainable differentiator? By applying Innovation models and according to the context was possible to define how to define an “intrapreneurship culture” as part of agency’s DNA.

NESTLÉ, Mexico & Grupo HERDEZ, S.A. de C.V.

2016-2018

Head of Marketing & R&D, Nestlé Ice Cream

Responsible for Nestlé Ice Cream marketing and business integration to Grupo Herdez in 2016, while at the same time stretching his responsibility to Trade marketing and R&D teams (15 people). In charge of developing a customer-centricity strategy for the business, by developing initiatives and communication for different brands according to the market context and ambitious growth plans.

- Re-structured and launched “Street Selling Model” in 2016 achieving 30% incremental sales.
- Successfully supporting business CAGR of 15% revenue 2015-2017.
- Improved marginal contribution of overall portfolio +3pp by implementing pricing strategy and product re-engineering.

NESTLÉ, Mexico

2009 – 2015

Marketing Manager, Ice Cream

In charge of developing and implementing the marketing strategy for Out of Home, Take Home and Bulk Ice cream segments, for a business of over US 100 Mio.

Responsible for using complexity environment in the Ice Cream category, where the main challenge is to accelerate profitable and sustainable growth by building a new marketing team, defining Brand Portfolio and prepare annual Innovation Pipeline according business seasonality.

Achievements include:

- Launched the first Digital Platform for promotions and Social Media Campaign for Ice Cream brands
- Reduced 20 % portfolio complexity of +100 skus based on consumer driven and profit strategy
- Participate in Regional Summits for Ice Cream business in LATAM and contribute to re-shape Innovation agenda according to consumer & category situation.
- Launched the first peelable ice cream stick in Mexico for Kids branded as PELA-POP reaching +40% incremental volume and 10 MM USD, being recognized as benchmark on Innovation for LATAM 2012 and an Effie Bronze for “Pelapop Campaign” / Confectionery & Snacks Category.
- Led “Brand Building Nestlé Way” for marketing community at Nestlé México in 2012 & 2013

PEPSICO FOODS MEXICO, Mexico (Sabritas)

2008

Director of Sales Transformation

Responsible for the sales technology investments recommendations to enable National Sales systems and provide competitive advantages to support the operation through sales core processes as Route Engineering and Sales Management Process.

- Set the Technology agenda, prioritizing investments/projects to support and obtain confident information improving its visibility across sales systems (15 M routes / 800 M customers) .
- Developed a Route Engineering Process to identify growth opportunities and recommended to invest 4MM USD to generate incremental sales volume.
- Determined the commercial considerations to integrate SAP within Direct Distribution and Modern Trade channels.

2005 – 2007

Director of Sales, Mexico City

Responsible of 20% National Sales Volume for Savory Snacks & Confectionery distribution systems DTS and Modern Trade. Lead Sales team represented by 9 Sales Managers, Sales Staff, 2,000 Sales representant, 22 Distribution Centers in D.F. State of Mexico & Morelos.

- Transformed the Sales Culture to a Volume Indicators Criteria, creating an automatic system which impacts positively the zone results in the year that was implemented (500 MMUSD) .
- Re-structured Sales Staff and Managers Team through a job proficiency diagnosis, accelerating the response to sales operation and became the best zone in terms of analytical capabilities and speed of reaction.
- Recovered +3.6 pp Share of Market and developed a Revenue Management model which improved +1pp zone profitability.

2001 – 2004

Marketing Group Manager, Nuts & Seeds

Responsible to lead commercial activities, operative profitability and innovation portfolio for Nuts& Seeds category (60 MM USD) and participated actively in Mafer brand/plant acquisition to Unilever.

Achievements include:

- Took to upper level the category as complementary pathway from Savory Snacks by developing differentiated products and allocating Mexico as benchmark reference for Pepsico .
- Recommended the buy (acquisition) of Mafer brand to Unilever and close the negotiation in 6 months, redesigned Mafer product portfolio and relaunch the brand achieving a double digit growth in the 1st year.

1999 – 2001

Brand Manager Senior – Cheetos Brand

Responsible to lead the marketing processes of price, product quality, packaging, consumer research and communication for Cheetos in Mexico (200 MM USD), achieving profitable growth and dominant market position.

- Conceptualized and executed Where's Chester? Promotion obtaining Pepsico Chairman's Award recognition as a high impact initiative achieving +30% sales growth and replicated in 10 countries in Latin America and Europe

PEPSICO BRASIL, ELMA CHIPS (São Paolo)

1999 – 2000

Promotions Manager - 8 months

PEPSICO INTERNATIONAL MEXICO, Confectionery Division

1996 – 1999

Promotions Manager

1995 – 1996

Consumer Promotions Assistant

1994 – 1995

Sales Administrative Assistant

ADDITIONAL INFORMATION

IAB MX instructor "Interactive Marketing Strategy" and "Critical Thinking" – Master class

LANGUAGES Fluent English, Portuguese 70%, Native Spanish.

PERSONAL Born in Mexico City in November 1971.

OTHER Enjoys philosophy, running marathons, triathlons, movies, food experiences and music festivals.