

**SANDRA PORCILE R.**

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**SUMMARY:**

General Manager, Regional Manager Latin America Sales, Retail, Marketing and Strategic Planning with over 20 years of experience leading multicultural companies. Has managed international headquarters (Nike) and gained distribution rights of Quiksilver, Trek, New Balance, Original Penguin, among others. Track record of strong business results with increased levels of responsibilities, emphasis in: team leadership, retail development, negotiation skills, commercial relationship and negotiation with trade channels (malls, department stores and supermarkets), strategic planning, integrated marketing and digital innovation.

**UNIVERSITY OF MICHIGAN**

**1997-1999**

MBA, focus in Strategic Planning & Marketing

**PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE**

**1992**

Master in Industrial Engineering, Major in Chemistry

**WORK EXPERIENCE:**

**PROTEINA SPA Chile & Peru**

**2017 to date**

**Co-Founder & Director**

Company dedicated to importing and distributing refrigerated and frozen plant based brands, gained exclusive distribution rights for Beyond Meat, Daiya, Follow Your Heart, Tofurky and Lightlife for Chile, Argentina and Peru. Led introduction of brands into key supermarkets in Chile and Peru, as well as Food Service.

**CENCOSUD S.A.**

**2013 – 2017**

Chilean based multi-format retailer with operations in Argentina, Brazil, Chile, Colombia, Peru.

**Latam Manager Marketing & Planning Shopping Centers Chile, Argentina, Perú, Colombia**

- Led Marketing and Strategic Planning of shopping centers BU for Latam (Chile, Argentina, Peru, Colombia), with sales of US\$600 million. Marketing budget of over US\$22 mm and team of 21.
- Defined 5-year strategic plan for shopping centers: objectives, project priorities new malls/remodeling, value proposition. Participated in IPO evaluation for shopping centers BU. Participated in board of Shopping Centers and prepared monthly presentation for Cencosud Board monthly meeting for CEO of shopping centers.
- Savings of 50% on digital investments by designing and implementing omnichannel digital platform integrating web, social media, touch screens, beacons, app (one click parking payment and loyalty program), big data, with real time geo reference platform targeting 1 million unique visitors when entering the mall.

**KEY PARTNERS CONSULTING, Director**

**2011-2013**

- Consulting firm with alliance with McMillan Doolittle. Developed projects in retail: Komax (distributors for **North Face, Gap, Banana Republic**) externalizing to a 3PL operation, generated 10% savings, among others.

## **EQUITY BRANDS & RETAIL**

### **Managing Director & Co Founder**

- Created and developed a new specialized retail company for investment holding, Equity, with 2 business areas: distribution of international sports/fashion brands and specialized retail chains.
- In year 5, achieved sales of US\$35mm with a total of 350 employees and 52 stores. Negotiated distribution rights and managed **Quiksilver, New Balance, Original Penguin** and others, acquired Sparta in 2009 and renewed distribution for: **Trek, Speedo, and Head**. Created Zoo Concept, urban sneaker stores.
- Led commercial relationship with key department stores (Falabella, Paris, Ripley), introducing key brands.

## **NIKE CHILE, S.A.**

1999-2005

### **Country Director Chile & Bolivia, 2002 to 2005**

- Managed a US\$50mm business, with 120 employees. Grew business from US\$26mm to US\$50mm in revenues and increased PTI from US\$2.6 to US\$11 from 2002 to 2004, through strong growths in all 3 businesses and Bolivian market.
- Improved own retail by establishing processes and procedures, personnel improvement, remodeling stores to reflect brand standards and create a consumer experience, sales increased 35% in remodeled stores.
- Established a new business model for Bolivia business, achieving the 1st year a 65% growth in revenues and 2nd year 55%.

### **Marketing Director Nike Chile and Bolivia, 2000 – 2002**

- Promoted to Marketing Director and all of the Business Units: Footwear, Apparel and Equipment, with P&L responsibility plus the development of 3-year strategic plans. Managing a team of 10 employees.
- Managed a \$2.5 million marketing budget, responsible for developing marketing plans, implementing annual campaigns, athlete sponsorships & brand strategy, plus establishing product lines and pricing for each BU.
- Executed the first integrated marketing initiative in Football, Scorpion campaign, achieving sell through of 70% in 1 month for Total 90 shoe line. Used traditional marketing media and non-traditional communication (digital, street teasers, wild postings) to drive consumer connection and demand.

### **Footwear Business Unit Director Nike Chile and Bolivia, 1999-2000**

- Responsible for establishing 3-year strategic plan, defining product lines for each season, defining SKU, pricing, distribution strategy. After 6 months, was giving Equipment BU responsibility, achieving 80% growth after 1<sup>st</sup> year.
- Developed Football 3-year business plan, achieving an increase in market share of 6% in 2 years becoming the #1 brand in Chile and achieved a 46% growth in Equipment business.

## **KRAFT FOODS, INC.**

1998

### **Marketing Intern New Products, Chicago**

- Led and executed snacks market competitive analysis for new Lunchables.

## **NESTLE CHILE S.A.**

1992-1997

### **Brand Manager for Infant Products, 1994-1997**

- Managed US \$2.2 million marketing budget. Defined marketing strategy: annual sales plan, pricing, promotions, advertising and trade marketing. Completed 1-year rotation in Sales Division.

### **Industrial Engineering Coordinator, 1992-1994**

- Responsible for executing production improvement projects in Nestle Factories. Developed line capacity program in excel for 5 factories to identify capacity usage.
- Implemented corporate program of Total Quality, generating workshops for over 1000 employees.

#### **ADDITIONAL**

- Fluent in English, bilingual having leaved in the USA 8 years
- In 2004 chosen one of the 100 women leaders in Chile, El Mercurio.
- YPO (Young Presidents Organization) member 2004-2006.
- Speaker at: V Social Responsibility Congress 2004 & Youth Congress 2003: Centro Extensión Universidad Católica Congress Process Improvement 2003.
- Chosen Director of Social Responsibility Committee, 2004.