FRANCISCO NAZAR

Buenos Aires, Argentina/EE.UU. • 312.757.0333 • fnazar@kelloggalumni.northwestern.edu • linkedin.com/in/franciscosonazar

OMNICHANNEL MARKETING & SALES LEADER

Lead Customer Driven Strategies | Build Effective Branding and Marketing Programs | Propel B2B and B2C Commercial Growth

Bilingual and customer-driven Marketing Leader with in-depth experience building brand preference and supporting business growth. Integrate global business strategies, research and analytics, value proposition, branding, omnichannel marketing, sales, and CX to drive engagement, acquisition, retention, and CLTV growth. Key supported B2B and B2C brands include: *Henkel, Unilever, Kimberly-Clark, Nestlé, Boehringer Ingelheim, Pfizer, GlaxoSmithKline (GSK), Colgate, Natura Cosmetics, Nissan, Volkswagen, Citi, Bank of America, Zurich Insurance, Spectrum, Nextel,* and *Sprint.*

Lead multicultural, in-market, and high-performance teams by fostering an environment of diversity, innovation, and collaboration in start-ups, Fortune 500 companies and SMEs. Adhere to high ethical standards, innovative thinking and consistently deliver results.

Areas of Expertise:

- **Global Leadership & Strategic Partnerships**
- **Challenge Diagnosis & Creative Problem-Solving Action**
- **Customer Insights, Segmentation & Experience (CX)**
- **Omnichannel Brand & Marketing Strategies**
- **Digital-first, Social & Traditional Media Integration**
- **Trend Identification & Go-To-Market Optimization**
- **Research, Optimization, Experimentation and Personalization**
- **ABM, Virtual & Value-Driven Commercial Acceleration**
- **Digital Transformation & Change Management**
- **Vendor Selection, Management & Evaluation**

PROFESSIONAL EXPERIENCE

PFIZER INC., Atlanta, GA 2022 - Present

Global CX Omnichannel Marketing Lead

Provides VoC, actionable insights, branding, omnichannel marketing and digital/social consulting advice to business units through *Manpower Experis* (contractor), to delight HCPs, caregivers and patients, and enable business in cross-functional collaboration with internal customers and vendors.

GLAXOSMITHKLINE (GSK), Atlanta, GA 2021 - 2022

Customer Experience (CX) and Omnichannel Marketing Lead

Provided analytics, branding, omnichannel marketing, digital/social, and CX consulting advice through *The Judge Group* for *GSK* (contractor) and *GLG*.

- Lead learning agenda and experimentation supporting digital transformation and change management through analytics, performance measurement, optimization and personalization as part of the CX Digital and Innovation CoE, identifying opportunities for innovation, business grow, CX improvements, and performance for the Respiratory business engaging HCPs, caregivers and patients (DTC).
- Consulted for *Topazium* (start-up) enabling life sciences organizations in oncology with medical research, AI and predictive insights solutions.

KIMBERLY-CLARK PROFESSIONAL, Atlanta, GA 2019 - 2020

Global Digital Transformation Change Management Leader

Influenced B2B2C Customer Experience (CX) vision in the four global regions to create momentum for digital transformation and change management. Navigated complex matrix environment and proactively partnered with regions to ensure adoption and increase productivity.

- Proactively designed strategic approach for *LinkedIn* globally together with a content *Curator Program* and supporting a *Social Selling* training.
- Crafted 5-year change management plan and roadmap, reactivating *Digital Acceleration Program (DAP)* during Covid, driving digital transformation of 400+ global associates in cross-functional collaboration with regional leaders, training needs, and lifelong learning setting.

COX MEDIA GROUP (CMG), Atlanta, GA 2017 - 2019

Omnichannel Sales Manager

Directed 7 sales reps regarding P&L, products, research, partnerships, creative, innovation, and CMG omnichannel media portfolio sales. Drove $7M sales revenue in omnichannel media plans, and solutions (content, events) focused in value creation. Some life sciences and healthcare accounts included: *Spectrum, MetroPCS, ATL United/Falcons, GSK, Anthem, Aetna, CVS, Walgreens, Kroger, Publix, Macy's, DunkinDonuts,* and *Marco's Pizza*.

- Created business plan and led *2018 Mediaworks* media upfront event, ranking #1 in prospect registration / attendance, #1 in closing rates (50%), #2 in sales, and exceeding revenue goals 35% developing a culture of accountability, training and development, teamwork and ownership.

RELEBRAND, Miami, FL 2014 - 2017

Business Marketing Strategist (USA and Latin America)

Drove ad agency's strategy and new business activities for clients including *Oster, La Liga, Barry University, GMCVB, FirstBank, HealthSun Plans* and *Whal Clippers*. Provided digital consulting for *Latin3* accounts *Constellation Brands, Televisa, Turner, Newsweek, Globality,* and *ILC*.

- Increased sponsorships by 25% and event attendance by 35% for *Pinta Miami Show* with omnichannel B2B and B2C marketing and sales strategy.

ZURICH INSURANCE, Buenos Aires, Argentina 2011 - 2014

Director of CX, Marketing and Corporate Communications

Led end-to-end Customer Experience, Market Research, Branding, Marketing, Communications, Media Relations, Corporate Social Responsibility, Agency Selection, and Management efforts as Executive Committee Member. Represented voice of customer (VoC), enabled customer centricity, change and digital transformation, life and general insurance B2B/DTC sales, customer engagement (CRM), team development paths, managed acquisition, retention, CLTV, and brand preference.

ZURICH INSURANCE (Continued)

- Repositioned brand by designing and leading team to become benchmark in Latin America, ranking #1 for 3 consecutive years and boosting car policy acquisition 35% (accomplished 500K units goal) with traditional, sponsorships, digital, social media, and mobile.
- Improved multi-product sales and cross-sales in range of 10% to 40% by leading implementation of *1st Global Predictive Marketing Pilot* as collaborative effort with headquarters, local cross-functions, strategic partners (credit cards, airlines), and distribution channels.
- Conceived *1st Digital Toolkit in Latin America* including all digital assets including web, content, events, social media, ecommerce and mobile.
- Exceeded Agribusiness sales target 5x from original premium goals and 3x in millions of acres covered co-leading business plan creation, GTM execution, and multi-channel value proposition (price, product, channel development, cross-selling, and sustainability).
- Launched customer experience (CX) with *Medallia* amplifying customer satisfaction levels by generating *1st Customer Scorecard* and CLTV metrics in Latin America, leading to *Net Promoter Score (NPS)* and TNPS system launch and *TRiM* research (76% evangelists) ownership.

ACCELERATION E-MARKETING (A WPP WUNDERMAN THOMPSON CO.), Buenos Aires, Argentina 2009 - 2011

Managing Director

Built, launched, and managed *Centre of Excellence (CoE)* for SaaS consulting company serving brands in Americas on analytics, search, content, email marketing, and online campaigns. Implemented 24/7 follow-the-sun orchestration reporting to CEO (UK), COO (Cape Town, RSA), and CFO (USA).

- Established and led new *CoE* to 170% growth in 3 years, a strong service culture and digital standards, meeting revenue targets, and ensuring accurate service level agreement (SLA) executions for *Liberty Insurance, NatGeo, BBC, ESPN*, *Safeway, AARP, Nike, Microsoft, RCCL,* and *Carnival.*

ADDITIONAL PROFESSIONAL EXPERIENCE

FPN DIGITAL MARKETING, Buenos Aires, Argentina, **Strategic Business Consultant**

Delivered traditional and digital marketing advice to self-generated clients *Esenciar* and *Zurich Insurance* as well as led multiplatform sales commercialization and content production support for *Voces & Ecos* (TV, web, magazine, and radio).

T -MOBILE, Chicago, IL, **Sprint > Senior Manager, Multicultural Field Marketing (Midwest)**

Promoted to launch Multicultural initiative in Midwest reporting to AVP and remotely to Director of Multicultural, lead GTM Brand, Marketing and Sales initiatives, distribution channels (company-owned, agents, retailers, *RadioShack*), device manufacturers (*Samsung, LG, RIM Blackberry*).

- Exceeded sales target by 60% through expansion of cross-cultural teamwork, retail workforce training and footprint with *1st Channel Distribution Mapping Tool* and *1st Field Marketing Multicultural Strategy* which established foundation for market / customer insights, omnichannel marketing engagement, sponsorships, media, multi-channel acquisition, churn reduction, ARPU, and loyalty.

T-MOBILE, Reston, VA, **Nextel > Senior Manager, Hispanic Marketing Communications (USA and Puerto Rico)**

Designed, produced, distributed, and executed B2B + B2C insights-based brand, retail, marketing, and sponsorships programs for company stores and indirect channels, driving traffic, awareness, gross additions, and loyalty (*Conexion Musical*) with legacy *Nextel* and *Sprint-Nextel* new brand.

- Assembled *1st Bilingual Retail Brand Strategy* by co-leading *Sprint-Nextel Integration Team* during merger for 2K+ stores.

MINT CONSULTING, Chicago, IL, **Strategic Business Consultant (USA and Latin America)**

Provided Marketing services in Latam and US Hispanic markets for *Citibank, Bank of America, AXA, Esenciar, Telecom GC,* and *Don Marino Cigars*.

RELEBRAND, Miami, FL, **Director of Business Development (USA and Latin America)**

Contributed to *Mercy, Warner Channel, A+E, Sony Ericsson, Palm*, and *HBO* direct wins. Supported expansion of *Origen Network* in Latin America.

DESPEGAR, Miami, FL, **Vice President of Marketing and Corporate Communications (US Hispanic and Latin America)**

Positioned *Viajo* online travel agency (OTA) brand as #1, led in-region marketing team, partnered with content and new business with *SportsYA!, Yahoo, StarMedia, Lycos, AOL, Televisa,* and *Terra* strategic media partnerships. Generated 30% growth, 320k users, and $1M efficiencies in $14M budget before merger with *Despegar*.

EDUCATION

Professional Certificate in Digital Marketing | Kellogg School of Management, NWU | Evanston, IL

Executive Scholar Certificate, Marketing & Sales | Kellogg School of Management, Executive Education | Evanston, IL

Master of Science (MSc), Management of Business Technology | Universidad de San Andres | Argentina

Certifications: Google Analytics, Google Ads, Moz SEO/SEMRush, Social Media, Content Marketing & Inbound Certified (HubSpot Academy), Customer Experience Professional (Medallia Institute)

ADDITIONAL INFORMATION

Languages: Spanish (native), English (proficient), Portuguese (basic), French (knowledgeable).

Memberships: *Kellogg Alumni Network, Latinos in BIO (Director), HACE, Prospanica, CMO Council (North America Advisory Board Member)*

Employment Eligibility: Triple-citizenship (USA, Argentina and France/EU).