



ENRIQUE LOPEZ MARTINEZ

Business Development Advisor | Executive Coach

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SUMMARY

Senior Executive with over 25 years in Commercial Leadership and Business Development areas, leveraging experience in Revenue Growth Management, Sales Force Process Development, Trade & Shopper Marketing, Integrated Marketing Campaigns, Customer Management, Franchise Leadership, Strategic Planning and Operations, in the Food and Beverage Industry. Strong International & Multicultural background with expertise across 4 Continents to include North & South America, Europe, Africa and Middle East. Born in Mexico, native Spanish, fluent in English language.



SKILLS / COMPETENCIES

- Innovation & Marketing Expertise
- Problem Solving/Negotiations
- Commercial Leadership
- Visioning/Strategic Planning
- Value People Relationship Builder
- Cross-functional Teamwork influencer
- Franchise/Operations Leadership
- P&L Management/ Exceeding targets



WORK EXPERIENCE

ADVISOR | EXECUTIVE COACH | [BRINGINGOUTTHEBEST](#) | [Dubai, UAE](#) | 2019 – current date

- Consultancy Services on Commercial Strategy, Customer Development, Digital Transformation and Executive Coaching.

COMMERCIAL LEAD | [THE COCA-COLA COMPANY](#) | [Middle East & North Africa](#) | 2018 - 2019

- Articulated Cold Drink Capacity for Growth Strategy for Total MENA Business Unit ensuring a 9% CAGR growth on the highest ROI assets of the beverage business.
- Developed Shopper Marketing Guidelines for Middle East & North Africa Business Unit (MENA BU) to implement Global Initiatives for The Coca-Cola Company Brands, including Picture of Success for main Trade Channels, Eating & Drinking and e-Commerce customers applicable for all 24 Countries.
- Delivered Capability Building for Internal Coca-Cola Operations and External Agencies through Shopper Marketing Training Workshops, Revenue Growth Management, Customer Management, Customer Service Models and e-Commerce.

COMMERCIAL PLANNING MANAGER | [THE COCA-COLA COMPANY](#) | [Middle East & North Africa](#) | 2013 - 2017

- Led and Advanced Commercial Thought Leadership for MENA BU on 70% of Revenue Sources by implementing Revenue Growth Management, Customer Planning, Execution Guidelines, Route To Market Capabilities & e-Commerce initiatives across Top 12 Countries.
- Collaborated with Other Functional Areas to Deploy Instilling Net Sales Revenue Culture in MENA Franchise Regions (from Volume to Revenue mindset change).
- Organized Best Practice Forums for MENA Franchise & Commercial teams, involving Global Best practice operations representatives from around the world.

CHANNEL DEVELOPMENT MANAGER | [THE COCA-COLA COMPANY](#) | [Mexico – Central Region](#) | 2010 - 2013

- Led thought and articulated Shopper & Commercial Strategies to develop Main Channels for all Categories, covering 65% of Revenue Sources.
- Led Mexico Division Central Region Bottling Franchisee partners, to set new and transformational business standards including capabilities development.
- Worked along with bottling partners to develop dedicated service models & differentiated compensation schemes for sales force.

McDonald's DEVELOPMENT ASSISTANT DIRECTOR | [THE COCA-COLA COMPANY](#) | [Mexico– Customers Team](#) | 2007 – 2010

- Led Business Development for The Coca-Cola Company Brans in McDonald's Mexico with thought and articulated strategy at all levels (Marketing to Supply Chain), setting The Coca-Cola Company products' record sales (valid up until today) and bringing back profitability for Bottling System with re-articulation and renegotiation of pricing structure.
 - Worked with bottling partners to develop best way to implement nation-wide and regional initiatives.
- Influenced McDonald's to set new and transformational business standards for Latin-America.
 - Implemented Simple and Bold In-store activation guidelines(menu-boards, temporary pop material, crew communication).
 - From only Sparkling Beverages (SSD's) supplier to SSD's+Nectar+Water+RTD Tea partner, Leading a cross-functional team supported by Jugos Del Valle Capability.



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WORK EXPERIENCE

CATEGORY & REVENUE MANAGER | THE COCA-COLA COMPANY | Mexico–Key Customers Team | 2005 – 2006

- Led and fostered transformational thinking path to implement Revenue Growth Management schemes with main Bottling Partners to apply into largest Retailers' (Wal*Mart, Carrefour, Comercial Mexicana, Chedraui, am-pm, 7-Eleven, Oxxo) business models.

RETAIL KEY ACCOUNT MANAGER | THE COCA-COLA COMPANY | Mexico–Key Customers Team | 2003 – 2005

- Jointly worked with Coca-Cola System Key Stakeholders to articulate and implemented long term national plans against Price Driven Brands, reverting their trend and market share at key customers (Wal*Mart, Carrefour, Auchan, Comercial Mexicana), in a sustainable way.

CATEGORY MANAGER | THE COCA-COLA COMPANY | Mexico–Key Customers Team | 2002 – 2003

- Strongly influenced on developing Category Management culture among KO Mexico System as well as in Wal*Mart and key retail customers.

SUPERMARKET SR.EXECUTIVE | THE COCA-COLA COMPANY | Mexico–Key Customers Team | 1999 – 2002

- Managed main Supermarket Customers Negotiations, working along with main bottling partners -Wal*Mart, Carrefour, Comercial Mexicana, Chedraui, Soriana, Costco.

MARKET & COMPETITION SR. COORDINATOR | THE COCA-COLA COMPANY | Mexico–Operations VP | 1998 - 1999

- Coordinated multi-functional teams, directly reporting to Mexico Division's Operations VP
 - Analysis of raw data, withdraw detailed assessments that led the team to clear insights in order to strategically prioritize business opportunities from different regions and markets across Mexico Business Unit.
 - Deliver detailed assessment ahead of Pepsi Bottling Group's entry to Mexican Market.
 - Set the basis for region Annual Business Planning process

MARKET DEVELOPMENT EXECUTIVE | THE COCA-COLA COMPANY | Mexico–Center & South Region | 1995 – 1998

- Supported Planning and Market Development strategies around rural areas. Assess RTM Capabilities development and implementation follow-up.
- Worked along with FEMSA regional operations to ensure development of KO business, including sales, BP follow up, competition tracking, capability development assessment.



QUALIFICATIONS

BRAIN-BASED COACHING ICF CERTIFICATION – NeuroLeadership Institute – 2019-2020

IQ & EMOTIONAL INTELLIGENCE STRENGTHS ASSESSMENT – Six Seconds E.I. Network - 2019

COLABORATION FOR VALUE - Coca-Cola System Salesforce Trainer – 2006, 2013-2019

INSTILLING NET SALES REVENUE - Revenue Growth Management Trainer – 2013, 2015

CATEGORY MANAGEMENT – Category Management Process Training - 2006

CUSTOMER COLLABORATION RELATIONSHIP MODEL - Key Customers Trainer - 2006



EDUCATION

BUSINESS MODEL INNOVATION IN THE DIGITAL AGE WHARTON BUSINESS SCHOOL – Philadelphia, USA 2019

MARKETING DIPLOMA ITESM –Mexico City 2003

INTERNATIONAL BUSINESS DIPLOMA UNAM –Mexico City 1999

BUSINESS MANAGEMENT POST-GRADUATE IPADE -UNIVERSIDAD PANAMERICANA 1995

BACHELOR OF FINANCE MANAGEMENT IPADE -UNIVERSIDAD PANAMERICANA –Mexico City 1994



PERSONAL

REFERENCES AVAILABLE UPON REQUEST