Andrea Salcedo

Hoboken / Phone Number: 415-638-3319 / email: andrea.salcedo.25@gmail.com

PROFESSIONAL OBJECTIVE

Accomplished marketing manager with over 13 years of experience developing consumer focused content, defining business strategy and leading cross functional teams. With extensive background in leadership development, team effectiveness and training.

SKILLS

- Extensive experience building leadership, personal development and team effectiveness curriculum based on qualitative and quantitative information
- Strong project management and analytical thinking skills
- Dynamic and motivated with a proven record of driving collaboration in the workplace
- Adaptable leader with ability to build rapport, listen to understand and communicate effectively
- +8 years of experience facilitating innovation based sessions through Design Thinking
- +10 years of experience successfully coaching people and leading cross functional teams
- Fluent in English and Spanish (native)

PROFESSIONAL EXPERIENCE

Grow from Transitions **Jan 2018 – Present**
New York, USA
CEO and Master Coach Facilitator

- Coaching expats, newly promoted managers of others and mothers through the transition process improving their leadership and alignment with their objectives.

PayPal **Jun 2015 – Aug 2017**
San Francisco, USA
Senior Marketing Manager Latin America and Caribbean

- Adapted marketing content and conversations to meet the needs of the target consumer delivering +15pts. on trial intent vs. previous campaign.
- Led an ad hoc cross functional team to launch a new product in 2 months (vs. the standard 4) delivering launch on time and reaching a company record on product growth trend.

Independent Consultant in Leadership & Strategy **Dec 2012 – Jul 2014**
Buenos Aires, Argentina

- Coached +20 professionals on conflict management and leadership development.
- Developed and facilitated 3 leadership trainings and 3 team building workshops for 50 employees, with an average 95% score evaluation for all session.

Procter & Gamble **May 2003 / Nov 2012**
Buenos Aires, Argentina
Brand Manager Digital & Marketing Culture Team Lead Aug 2011 / Nov 2012

- Managed a cross functional team of 13, focused on driving consumer engagement and penetration behind digital, sampling plans and commercial innovation for Argentina and Chile.

- Coached and developed 6 direct reports exceeding immediate survey evaluations target by 15%.
- Assessed the work culture needs of the marketing organization, recommended an action plan and delivered the program improving collaboration and integration scores by 30% year over year.
- Designed and facilitated a personal development workshop to 50% of the organization within a year, with 98% employee satisfaction scores.

Brand Manager Shopper Marketing & Marketing Training Team Lead Jul 2009 / Aug 2011

- Designed, developed and managed the shopper cross functional team, defining the vision, operational processes and team building plans improving customer satisfaction from 50% to 85% within 8 months.
- Coached and developed 6 direct reports, 2 of which were promoted by end of assignment.
- Redefined the training strategy and programs for the Marketing function increasing Learning and Development scores in the company scores +17 pts.
- Led the content adaptation of the Regional Marketing Summit for Argentina and organized the training event delivering 96% score in applicability of the content to the job.

Brand Manager In-Store Design & Marketing Training Lead Jul 2008 / Jun 2009

- Managed a cross functional team of 8 with 5 direct reports for in-store vehicle design and visibility plans across channels for all brands, delivering $20M USD sales within a year.
- Led regional in-store experts team of 6 and developed a process establishing design hubs, share and reapply across countries and expanding team's work capacity by 20% within a year.
- Led regional Design Thinking Team, training 20+ facilitators across LatAm with a 90% satisfaction score and expanding design thinking sessions across the region by ~20%.

Associate Brand Manager Trial & Commercial Innovation Feb 2007 / Jun 2008

- Developed 8+ creative briefs in one year and built commercial innovation pipeline for Fabric Care and Baby Care, qualifying a pool of concepts, key visuals and story boards

Associate Brand Manager - Head & Shoulders Brand Jun 2005 / Feb 2007

- Led development and execution of brand marketing strategy defining annual communication plot and product launches; resulted in 80% volume growth and +4.5 incremental share points.

In-store Manager for Baby Care, Fabric Care and Hair Care May 2003/ Jun 2005

- Designed and executed 20 in-store visibility plans, within budget of $3M USD, consistently exceeding volume and execution targets.

EDUCATION & TRAINING

BS Business Economics (Rank in Class: 1), 2002

Torcuato Di Tella University, Buenos Aires, Argentina

Accredited by the Ministry of Education and ranked 8th within Latin America Business Schools

PROFESSIONAL DEVELOPMENT & AWARDS

Certificate in Conscious Business Coaching, Conscious Business Center International, 2017-2018

Assistant Professor in the Leadership Coaching career, ICP Argentina, 2011-2012

Design Thinking Facilitator Training, P&G, 2011

Certificate in Leadership Coaching, International Coaching Federation, 2010