

Marcelo Salup

■ CMO ■ High-performance strategic thinker ■ Go-to-market specialist ■
■ Coral Gables, FL ■ www.marcelosalup.com ■ msalup@hotmail.com ■ +1-305-215-7229 ■

I have a successful track record with dozens of Fortune 500 companies across a dozen categories and countries. This successful record encompasses creative, research, media, strategic planning and management.

Since you're already looking at my CV, here's what I can do for you:

- I am a positive disrupter – I will make every aspect of your advertising more effective and efficient: it will work harder for your company and do so way better.
- I will understand your current, ex and potential buyers better; will find ways to persuade them to keep buying, buy again, buy more, and recommend you to others. And I will positively impact the three key drivers of good advertising: your customers, your message and your media.
- And, no, I'm not going to do it alone or by myself; I will work hard on making sure every member of every team is motivated, eager to come to work in the morning and totally on board with our mission.
- I will studiously avoid cliché thinking, knee-jerk reaction and "groupthink"... our decisions will be data-driven, analytic, based on solid insights and constantly measured.

What I did for others

Market Introductions ■ I was part of the team and led the media teams that launched the following products and/or companies around the world: ■ Renault 5 TS (Spain) ■ Camel cigarettes (Mexico, 4% SOM year 1) ■ McDonald's (Mexico) (\$7.00 avg. ticket, year 1) ■ Dunkin' Donuts (Mexico) ■ Fabuloso (Colgate) (Mexico, 16% SOM year 1) ■ Ajax con Expel (Colgate) (Mexico) ■ Diet Coke (Mexico, 3% SOM year1) ■ L'Oreal, Plenitude & Lancome (Mexico, Plenitude: 19% SOM year 1) ■ Colgate Total (Mexico, 5% SOM year 1) ■ Quatro (Coca Cola) (Argentina) ■ Tequila Tres Generaciones (Sauza) (Mexico) ■ General Motors (Argentina, 37,000 units year 1) ■ Oreo, Club Social (Nabisco) (Latin America) ■ Glade (SCJ) (Latin America) ■ Visa & MasterCard Branding efforts (Latin America) ■ Kingston Mini-Funs (Kingston Technology) (Latin America) ■ Kingston Flash Memories (Kingston Technology) (Latin America 57% sales increase, Arg = 450%, Mex = 200%) ■ Samsung Electronics (Worldwide) ■ Equifax (U.S. Hispanic) ■ Bancaso (Los Angeles, increased conversion from 2.6% to 12.6% in 6 weeks) ■

DMG Solutions ■ Responsible for all media for DIRECTV Mas; 300,000+ calls/year, generated around \$150mm in sales yearly ■ Designed integrated software that included predictive analytics for over 1 million records ■

FCB/Siboney ■ Stabilized media department with over 300% rotation ■ Achieved \$2.5mm+ in savings for clients (on \$24mm budget) ■ Led new-business effort that gained first client in 3 years; changed Food-Lyon's strategy to mobile-first ■

Universal McCann ■ P&L Responsibility for Pan Regional, Central Am. & Caribbean; \$20mm budget, 40 staff ■ Reversed 6-figure losses to break even in 6 months ■ Account wins include Embraer, Embratur and others ■

GrupoUno ■ Managed a full service, integrated communication organization in 10 countries ■ Launched Kingston Technology across Latin America with a fully integrated digital + traditional media plan and increased budget from \$400K to \$4.5mm in a year ■ Launched Porsche Cayenne in Latam, AOC and others ■

FCB International ■ Profitably managed \$2.2bn in billings, 140 staff ■ Successfully retained SCJ account (\$40-\$50mm) with no loss in revenues ■ Created digital units in larger Latam countries ■ Merged, created, bundled, unbundled, acquired and sold media companies in 15 countries; created TN Media and InitiativeFCB companies around the world ■ Part of the team that created the first mathematically-defined segmentation program in the US; implemented it in Puerto Rico, Mexico, Argentina and Brazil ■

Where I made my living

- 2018 on – **CEO Analytics, LLC** (founder) – Miami
- 2013 on – **Iffective, LLC** (Owner) – Miami
- 2012 – 13 – **Montaño + Salup**, Miami, CEO & Founder
- 2009 – 12 – **DMG Solutions**, Miami, CMO & Partner
- 2008 – 09 – **FCB/Siboney**, New York & Miami, VP Strat Planning & Media



- 2007 – 08 – **Universal McCann**, Miami, Pan Regional, Caribbean & Central America, Managing Director
- 2006 – 07 – **GrupoUno**, Miami, Pan Regional, Managing Director
- 2000 – 06 – **FCB International**, London & Miami, EVP Intl Media Director
- Previously: McCann-Erickson Latin America, FCB Latin America, DMB&B US & Latin America

Life Philosophy

"The lightbulb did not emerge from the continuous evolution of the candle"
"The only way to predict the future is to invent it"

Strengths

Strategic Planning	Media Strategy	Research	Tech
Big Ticket Negotiations	Consumer Insights	Direct Response	
Integrated Marketing	Data Analysis		
Persuasive	Presentation Skills	Quick Learning	Creative
Cross-category Skillsets	Adaptable	Hard Working	

Education

■ **Universidad Complutense de Madrid**, Fac. De CC de la Informacion: BA in Marketing and Advertising; MA in Communications. ■ Native English, Spanish; Intermediate Portuguese. Some French. ■

Pro-bono

■ Miami Lighthouse for the Blind ■ Miami Lotus House ■ Miami Rescue Mission ■

For Advertising & Marketing Agencies

AOR Wins

■ Colgate planning (Mexico) (\$20mm) ■ Bimbo (Mexico) (\$30mm) ■ SCJ (\$50mm) ■ Nabisco (\$25 mm) ■ Bristol-Myers/Squibb (\$25 mm) AOR ■ Polar (CEDESA) AOR ■ Beiersdorf (\$12mm) AOR ■ Nike (Mexico) (\$2 - \$3mm) ■ Levi's in Mexico (\$2 - \$3mm) ■ MasterCard (Pan Regional, Latin America) (\$6 - \$10mm) ■ Embraer (International) (\$10-\$12mm)

Bundled, Unbundled, Created, Merged and Acquired...

■ TN Media Puerto Rico ■ TN Media Venezuela ■ TN Media Mexico ■ TN Media Chile ■ Massive (Colombia) ■ MBS Media + FCB London (Became Brand Connections) (UK) ■ InitiativeFCB Colombia ■ InitiativeFCB Chile ■ InitiativeFCB Venezuela ■ InitiativeFCB Hong Kong ■ InitiativeFCB Dominican Republic ■ InitiativeFCB Peru ■ InitiativeFCB Mexico ■ Merged separate media departments into single units in France, Germany ■ Spun off media department in Italy