

Manuel Bautista.

Leadership in Commercial Growth and Digital Transformation: Marketing and communication strategies to accelerate sales in B2B and B2C environments, integrating technology, data-driven decisions, customer-centricity, processes, and business objectives. **Scalability and Operational Efficiency:** Optimization of processes, automation, technology, and teams to enable sustainable growth. **Comprehensive Revenue Management:** Direction of marketing, customer acquisition, customer experience, and conversion strategies with measurable business impact. **Performance-Driven Execution:** Budget management, digital campaigns, cross-functional teams, and PR. **Strategic Vision with Agile Delivery:** Balance between fast execution and long-term sustainability.

Marketing Director. Concepto Móvil | IT SaaS – SMS & WhatsApp Messaging*November 2021 – Present*

Hired to redesign the entire marketing strategy for a B2B tech company with limited brand presence and a recurring-revenue digital services model. Led a full transformation focused on SMBs, launching hyper-targeted SEM campaigns, SEO-driven PR, and commercial automation with CRM and lead scoring.

Sales increased by 20x in three years, with a scalable growth system boosting lead-to-sale conversion from 2% to 9%. Worked closely with tech and product development teams to align features, value propositions, and customer experience. Familiar with metrics such as CAC, LTV, and SQL activation. Lead generation grew 10x, with 80% lead utilization and 68% converted into SQLs.

Marketing and Call Center Director. Provident México / IPF | Financial Services – Microloans. May 2017 – September 2021

Led the multichannel growth strategy at IPF's most relevant subsidiary globally, integrating marketing, remote service, analytics, and commercial automation.

Reached 980,000 active customers (+17%), **quadrupled customer renewal rates** (from 2% to 8%), and improved lead conversion from 28% to 50%. Reduced customer complaints by 67%, cut operational costs by 38%, and decreased commercial response time from 36 to 8 hours. Introduced predictive segmentation based on renewal likelihood and collaborated with tech teams to develop automated activation and retention journeys.

Implemented KPIs aligned to CAC, LTV, and churn to increase customer profitability and lifetime value.

Marketing Director for Latin America. UK Trade & Investment | Foreign Trade – British Government. April 2015 – October 2016

Led the commercial positioning strategy for British products and solutions in LATAM across sectors such as healthcare, tech, luxury, automotive, and energy. LATAM became the **#1 region globally** for opportunity generation (45% of the total pipeline).

Designed sector-specific digital campaigns, led high-impact PR efforts, and developed a new segmentation model by industry to boost efficiency. Launched the **first digital lead generation campaign**, delivering 800 export opportunities (8x the previous year), with focus on retail, luxury, and healthcare.

Worked closely with UK-based stakeholders in product and business to refine positioning and adapt solutions to regional market needs. Efforts positioned LATAM as the region contributing 43% of the global pipeline, establishing a premium, differentiated country-brand strategy.

Professional Profile.

Marketing, Innovation, and Commercial Growth Executive leading acquisition, positioning, and revenue growth strategies for technology, consumer goods, and financial services companies. Expert in scaling commercial operations through automation, digital marketing, CRM, and leadership of multifunctional teams (sales, marketing, service, and channels).

Familiar with SaaS and subscription-based models in both B2B and B2C environments, with strong command of key metrics (CAC, LTV, churn, SQL, conversion).

Has worked closely with product, development, and technology teams to design and position digital solutions.

Fluent in English (C1), with international experience in multi-region campaigns and outstanding results in LATAM and global markets.

Professional Objective.

Seeks a **Director or Vice President** position in Marketing, Commercial Growth, or Customer Development within a company that requires the design, optimization, or scaling of acquisition strategies, brand positioning, commercial automation, and revenue expansion.

Brings a solid track record in B2B and B2C markets, with direct experience in technology, mass consumption, and financial services sectors, collaborating with product, tech, UX, and sales teams to deliver measurable results in demand generation, conversion, retention, and operational efficiency.

Head of Marketing Communications, Northern LATAM. Nokia México | Technology – Smartphones. February 2010 – December 2014

Led 360° communication strategies across mass media, digital platforms, and carrier partnerships throughout Mexico and the region. Positioned Lumia and Asha lines to achieve **15% market share** in a highly competitive smartphone environment. Created viral campaigns that became trending topics five times and generated over **USD 1 million in earned PR** Promoted over **15 million app downloads** during the launch year and **reduced negative perception of app scarcity from 30% to 10%**.

Collaborated closely with global product, UX, and development teams to align messaging, features, and user needs. Introduced a B2B model for local digital services, integrating marketing with commercial performance.

Marketing Director Mexico & LATAM. BP – Castrol | Consumer Lubricants 2007 – 2010

Designed the regional marketing strategy, including go-to-market, pricing, and distribution channels. Launched VW post-sale synthetic oil, increasing margin by 60% Boosted traditional distribution coverage from 15% to 36% and delivered USD 13M in annual profit through pricing and product mix optimization.

Automotive Brand Manager – Mexico & LATAM. Castrol. 2004 – 2007

Led the launch of Castrol Alto Kilometraje, capturing 19% market share in the lubricant segment (+7 pp). Redesigned trade marketing strategy to increase traditional distribution from 9% to 15%.

Sales and Brand Manager. Unilever México – Ice Cream Division. 2000 – 2004

Reversed a -20% sales decline into a **+4% growth** in the retail channel through a new business model. Doubled institutional sales by segmenting into cost-effective, standard, and premium lines.

Sales, Brand, and Wholesale Channel Manager. SC Johnson – Home Care Division. 1996 – 2000

Turned a -12% decline into a **+17% annual growth** in the wholesale channel. Repositioned Raid as a market leader, achieving record market share through targeted campaigns and improved distribution.

Sales Manager. Concretos Bal. 1994 – 1996

Led the sales team during Mexico's 1995 financial crisis, limiting sales drop to -20% vs. a -50% market average. Achieved this by penetrating key segments such as metro construction and premium real estate projects.

Education.

MBA, IPADE Business School – 1992–1994

B.Sc. in Computer Engineering, UNAM – 1987–1991

Diploma in Organic Growth Generation, Kellogg – 2008

Languages.

Spanish: Native
English: Advanced (C1)