

## Stephanie Valdés

**Regional Strategy & Marketing Leader | Omnichannel Communication | Data-Driven Decision Making.** A regional leader specializing in marketing strategy, media, and communication, with deep expertise in omnichannel integration, data-driven frameworks, journey mapping, and advanced planning models. Proven ability to lead multidisciplinary teams across LATAM and to operate within complex global brand ecosystems. Skilled at transforming information into measurable strategic decisions, managing multimillion-dollar budgets, forecasting, attribution modeling, and performance measurement. Recognized for innovation, recipient of international awards, and experienced in adopting AdTech, MarTech, and advanced digital solutions. Strong focus on business impact, competitiveness, and scalable results.



### **BUSINESS LEAD – OMG 2024 – 2025 | Mexico.**

Led the strategic operation for the newly acquired Amazon Retail account, effectively integrating a team of over forty specialists across strategy, data, content, planning, and performance media. Ensured a seamless transition by aligning agency methodologies with the brand's operational needs following the account win in December 2024.

Developed communication and media solutions grounded in advanced analytics, market trends, competitive benchmarks, and predictive modeling to anticipate category shifts and build competitive advantages.

Designed a TV-to-digital attribution model to measure incremental contribution to web and app traffic, which became a key input for the Prime Day campaign, driving a 35% lift in awareness and consideration.

Oversaw budget optimization, financial forecasting, and P&L governance to secure efficiency, scalability, and operational discipline.

### **HEAD OF STRATEGY LATAM – Mindshare 2022 – 2024 | LATAM.**

Led regional strategy across seven key LATAM markets: Mexico, Argentina, Colombia, Uruguay, Chile, Peru, and Brazil. Ensured strategic consistency and operational alignment across local teams through unified frameworks, planning processes, and omnichannel, data-led methodologies.

Partnered with global and regional brands such as Campari, Warner Entertainment, Nike, BBVA, and Ford, developing omnichannel strategic models integrating research, analytics, audiences, journey mapping, measurement, and connected digital-offline ecosystems.

A key achievement was transforming Warner's country-by-country approach into a fully regional operating model—standardizing planning, tools, reporting, and evaluation criteria to strengthen strategic control and efficiency.

### **HEAD OF PLANNING LATAM – NOBOX 2021 – 2022 | Mexico.**

Integrated strategy, creativity, analytics, and cultural intelligence to build communication platforms connecting brand, consumer, and shopper across multiple moments and channels. Managed regional planning across Miami, Colombia, Argentina, Guatemala, and Mexico for brands including Pepsico (drinks & snacks), PlayStation, Netflix, and Ocean Spray.

Retained key accounts such as Netflix, Ocean Spray, and Crunchyroll, while winning new business including KFC and Pepsico Galletería (Gamesa). Reinforced a regional planning model centered on data-driven creativity, cultural insight, and market differentiation.

### **HEAD OF STRATEGY – Dentsu 2015 – 2021 | Mexico.**

Led the adoption and execution of strategic media methodologies across multiple industries, ensuring alignment between data, insights, creativity, and measurement. Directed major local and global pitches, securing key wins including Heineken, Beiersdorf (BDF), Blue Buffalo, Hershey's, and San Marcos.

Trained over 100 employees on Dentsu's strategic methodology, elevating the agency's capability and consistency. Increased innovation proposals for General Motors by 35%, focusing on exclusive content and proprietary platform development. Strengthened collaboration with creative agencies and increased participation in effectiveness-driven award shows such as the Effies.

Managed brands including General Motors, Adidas, BDF, Spin Master, Hershey's, Little Caesars, and Hermès, delivering solutions rooted in consumer insights, trends, and technological evolution.

### **Professional Summary.**

I am a regional strategy and planning leader with extensive experience designing, implementing, and scaling strategic models focused on brand growth, investment efficiency, omnichannel integration, and advanced data usage for business decision-making.

I have led multidisciplinary teams across Mexico and LATAM, developing solutions rooted in analytics, consumer insights, technology adoption, market dynamics, innovation, and high-impact methodologies.

I specialize in converting complex information into clear strategic actions that drive growth, efficiencies, and competitive differentiation.

I have been awarded at Cannes Lions, Cristal Awards, and Festival of Media, and have partnered with global, regional, and local brands across dynamic industries.

My leadership style combines strategic depth, integrated thinking, analytical rigor, and a strong results-driven mindset.

## **HAVAS MEDIA — 2007 to 2015**

### **ACCOUNT DIRECTOR (Danone & Bonafont) 2013 – 2015 | Mexico.**

Led strategic operations for the Danone Group (Danone and Bonafont), managing a team of eighteen and overseeing annual budgets exceeding MXN \$400 million. Integrated on/offline planning, aligning business goals with performance and efficiency strategies. Grew digital media investment by 20%, improving awareness metrics by 15%. Optimized media mix by 35%, driving better cost efficiencies and incremental contribution across channels, particularly Open TV and OOH.

Bonafont became recognized as a sustainability-driven brand, winning Crystal Awards, Eagle Awards, and Effies for the “Manglares” campaign, where media strategy played a central role in community engagement and social impact.

### **STRATEGY DIRECTOR 2008 – 2013 | Mexico.**

Developed and implemented innovation, research, and analytical methodologies to drive brand growth. Trained 100% of the company in strategic planning methodology, which became the standard for all clients.

Managed brands such as AB InBev, Liverpool, Danone, LVMH, Telcel, Telmex, Mars, and Nike. Designed integrated strategies grounded in data, insights, and consumer behavior. Led the development of an on/offline reach methodology using online video segmentation, enabling precise understanding of channel contribution and smarter planning optimization.

### **NEW BUSINESS MANAGER 2007 – 2008 | Mexico.**

Identified commercial opportunities, developed integrated communication proposals, and contributed to portfolio growth through brand, consumer, and market analysis. Participated in P&L modeling, investment optimization, and cross-unit coordination to deliver efficient, strategically aligned solutions.

## **Professional Objective.**

Seeking a leadership role within an organization where I can drive marketing, communication, omnichannel, or media strategy with an analytical, innovative, and business-oriented vision. I aim to contribute through strategic direction, governance, regional leadership, and a focus on growth and investment efficiency.

My goal is to generate measurable impact through data-driven models, robust strategic frameworks, talent development, and organizational transformation.

## **Education, Languages & Certifications.**

Bachelor’s Degree in Marketing  
— Tecnológico de Monterrey  
(2006)

Associate Degree in Retail  
Marketing — University of San  
Diego (2011)

### **Languages:**

- Spanish — Native
- English — Advanced professional fluency

### **Courses:**

- Google Geek
- Advanced Excel

### **Tools:**

TGI, Google Analytics,  
Brandwatch