

Viviana Restrepo Gualteros

Trade Marketing Leader | Channel Development | Sales Growth & Commercial Execution



Quala México National Trade Marketing Manager – Horizontal Distribution Channel August 2023 – Present.

Accountable for leading the national Trade Marketing strategy for the horizontal distribution channel, driving commercial initiatives focused on volume growth, distribution expansion, and execution excellence at the point of sale.

Oversees commercial strategy for a network of **140 distributors**, operating across **280 warehouses and more than 3,000 sales representatives**, reaching approximately **610,000 traditional retail outlets nationwide**.

Key Responsibilities,

- Designed and executed Trade Marketing strategies aligned with channel KPIs.
- Developed promotional plans and commercial tactics to drive sell-in and sell-out performance.
- Led execution across **6 regional managers, 23 sales executives, and 3 trade marketing coordinators**.
- Built distribution expansion strategies to strengthen market coverage and brand presence.
- Managed multi-category brand portfolio strategy.
- Implemented structured tracking and control systems to ensure flawless execution of commercial initiatives.

Key Achievements.

- **Turnaround and sustained growth:** Joined the company when the channel showed a **-11% volume decline**; led recovery to **+11% growth in 2024**, followed by **+10% in 2025**, and currently achieving approximately **+18% growth vs. 2025 baseline**.
 - **Distribution expansion:** Designed and implemented a nationwide distributor evaluation process analyzing over **430 candidates**, onboarding **12 strategic distributors** that added **261,000 stores and 531 sales reps**, contributing **+4% volume growth in 2025**.
 - **Execution excellence:** Increased initiative execution effectiveness from **72% to 102%** through structured performance tracking systems.
 - **Market share growth:** Led targeted strategies in the seasoning category, achieving **market leadership in Puebla**, a position that remains sustained.
- Brands Managed:** Ego, Vive 100%, Rikopollo, Savilé, Vitaloe, Nutribela, Amper, Kool, Mr Blue, Bonice.

Grupo BIA México (2021 – 2023) Held two positions.

National Key Account Manager – Horizontal Distribution Channel January 2023 – August 2023.

Led commercial development of the horizontal distribution channel, managing a portfolio of **63 national distributors** and implementing growth strategies to reverse declining performance.

Responsibilities.

- Designed pricing and commercial strategies aligned with promotional cycles.
- Managed relationships with national distributors.
- Coordinated with regional sales teams to ensure execution of commercial initiatives.
- Monitored sell-in, sell-out, and distribution KPIs.

Professional Profile.

Trade Marketing and Commercial Development executive with experience in consumer goods companies, leading growth strategies across modern trade, traditional trade, and wholesale channels at a national level.

Specialized in channel development, in-store execution, portfolio management, and key account management, with a strong track record of collaborating with Sales, Marketing, and Supply Chain teams to drive sell-in, sell-out, and business profitability.

Proven experience managing trade marketing budgets, designing promotional strategies, and leading commercial teams, with a strong focus on delivering measurable results and sustainable brand growth.

MBA with a focus on strategic management and business development.

Education.

MBA Universidad Anáhuac 2022 – 2024.

Bachelor's Degree in Marketing Universidad CNCI 2015.

Studies in Financial Management Universidad de Caldas – Colombia.

• Key Achievements.

- Integrated one of the **largest app-based distributors in Mexico**, reaching **200,000+ stores and 430 sales representatives**.
- Reversed channel decline from **-9% to +27% cumulative growth** within 6–7 months through targeted promotional strategies and portfolio optimization (including introduction of two high-margin SKUs).

National Trade Marketing Manager – Omnichannel 2021 – 2023.

Led the creation and structuring of the Trade Marketing function following the acquisition of **San Marcos, Garcomex, and Café Los Portales**, integrating three family-owned businesses into a unified operation with multinational standards.

Responsibilities.

- Designed and implemented the Trade Marketing function across the organization.
- Standardized communication and execution processes across channels.
- Managed an annual budget of approximately **MXN \$280 million**, including **MXN \$180 million allocated to Trade Marketing initiatives**.
- Oversaw national merchandising operations and point-of-sale execution.
- Collaborated with external consultants (**McKinsey**) and internal teams (**Apex**) to drive operational improvements.

Team Structure.

- 1 Trade Marketing Coordinator
- 2 Channel Analysts (Modern & Traditional Trade)
- 1 Operations Manager (Merchandising)
- 6 Regional Supervisors
- 320 Merchandisers
- Indirect team: **6 Regional Managers and 32 Sales Executives**.

Key Achievements.

- Implemented a digital merchandising tracking tool, delivering **+13% sales growth in serviced stores**.
- Developed a shelf share (SOS) measurement system, increasing shelf space by **18%**, resulting in **+1% incremental market share**.
- Successfully stabilized operations during post-acquisition integration.

Quala México National Trade Marketing Coordinator – Modern Trade Channel 2016 – 2019.

Led commercial strategy for modern trade channels including supermarkets, convenience stores, and pharmacy chains, supporting product launches and category development.

Responsibilities.

- Developed customer-specific commercial strategies for new product launches.
- Coordinated execution with **42 sales leaders, 6 regional managers, and 520+ merchandisers**.
- Designed go-to-market strategies for new categories and product extensions.

Key Achievements.

- Delivered sustained **~20% sales growth per new product launch** within the personal care portfolio.
- Achieved average annual channel growth of approximately **51% across all brands**.
- Designed the market entry strategy for **Amper energy drink**, now a leading brand in Mexico.
- Led the launch of **Vitaloe**, currently holding approximately **99% category share** in aloe-based functional beverages.
- Successfully introduced brands such as **Amper, Vive 100%, Rikopollo, and Vitaloe**, now category leaders or co-leaders.

Henkel México National Trade Marketing Coordinator April 2013 – May 2016.

Core Skills.

- Trade Marketing Strategy
- Channel Development
- Key Account Management
- Commercial Planning
- Trade Marketing Budget Management
- Point-of-Sale Execution
- Commercial Data Analysis
- Team Leadership
- Client Negotiation

Languages.

Spanish: Native
English: Intermediate

Tools.

- Advanced Excel
- Frogtek.
- Commercial data analysis and KPI tracking.