



**Procura**  
saber pedir  
para poder dar



**Alberto Franyuti**  
FACULTY ACTIVO

OBJECTIVE	<b>CONVOY M</b> General Management, Commercial and Marketing emphasis to maximize profits
EXPERIENCE	CONVOY Marketing Integral México, D.F.
2002- to date	<b>GENERAL MANAGER</b> Founder of an advertising agency. Contracts achievement of \$1 million dollars invoiced.
1998-2001	<b>Bayer de Mexico (Bayer AG) Mexico, D.F.</b> MARKETING DIRECTOR Sales increase from 73 to 103 mm US dlls. Restaging and launching major brands. Profit rise from 13 to 24 mm US dlls. Brought initiative to acquire two brands.
1997-1998	<b>BanCrecer (Grupo Financiero) Mexico, D.F.</b> EXECUTIVE MARKETING DIRECTOR A. Launched “Pagaré 14” a new term deposit investment. B. Created a Branch employee incentives program to stimulate results.
1996-1997	Gtech Mexico (Gtech Corp.) Mexico, D.F. MARKETING DIRECTOR A. Increased a thousand new lottery (Pronósticos) agencies. B. Formed a new Prospection Sales Force (25 members). C. Launched “Revancha” a new Lotto (Melate) product.
1992-1996	<b>Productos Roche (Hoffmann-La Roche laboratories) Mexico, D.F.</b> CONSUMER HEALTH DIVISION MANAGER, OTC Business Unit Founder. A. Improved sales from 15.0 to 29.4 mm US dlls. in three years. B. Restaged Saridón as OTC, launched Supradyn and other brands. C. Relaunched Cal-C-Tose brand from 10 to 19 Share of Market points.



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- 1990-1992      **Pond ´s de México (Unilever)** Mexico, D.F.  
GROUP PRODUCT MANAGER  
Developed christmas 91-92 Marketing/Sales plan for Fragrances' leadership.
- 1988-1990      **Pepsi Cola Mexicana (Pepsico)** Mexico, D.F..  
BRAND MANAGER  
A. Launched heavily succesful "Pepsi Vasos con Batman Promotion".  
B. Produced "Pepsi Challenge" Marketing Plan.
- 1983-1988      **Pond ´s de Mexico (Unilever)** Cuernavaca, Mexico  
A. Brought Angel Face from #7 Pond's brand in profits to #2.  
B. Launched Sunsilk 2in1 shampoo brand in the period of 6 months.
- 1982-1983      **Kellogg de México (Kellogg company)**  
Worked indirectly with Mr. Carlos Gutiérrez, who became CEO and Trade Secretary  
A. Market Analist. produced research plan and activities.  
B. Became Assistant Brand Manager for main brands (non-sugar)

## **EDUCATION**

Universidad Nuevo Mundo (UNUM) Mexico, D.F. 1978 - 1983 Mass Communications Degree  
1995 Institut European d'Administration (INSEAD) Fontainebleau; France Advanced Management programme. Young Manager ´s Programme (YMP) 1995 Ashridge Management College (Ashridge) U.K.. International Marketing

## **TEACHING**

Marketing/Advertising at EBC, Tec de Monterrey and CENTRO. English Teacher at Instituto Michigan.