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ROBERTO FORERO

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- Executive Management Consultant. •Company turnaround •Start-ups • Strategic Planning •New business development
- Account management •Acquisitions •Mergers •New ventures •Cost containment •HR •Crisis Management
- Political Advisory and overall Profit Performance.

Dual Citizenship EU Spain and Colombia

Married

Two Daughters

Experience

May 2008- present

Dom. Rep

- ▶ Started to operate Broadvent SRL a company focused in communications, management, political & crisis consultancy.
- ▶ Co-founded Realtors Associates with Y&RDamaris in order to foresee opportunities in the real estate market for growth of private property portfolio, via selling and building

2002-April 2008

Managing Director/Young & Rubicam Damaris

Dom. Rep.

- ▶ Family owned agency affiliated to Y&RBrands.
- ▶ Team work with new generation of partners that led to the opening of an independent media buying unit AOR Dominicana. This company services major agencies and non Y&RD Clients. **Market leader today.**
- ▶ Change agency compensations scheme from Commission to Man Power. **15%** increase income.
- ▶ New business program, that brought in mayor advertisers, like LG Electronics, Orange, Verizon, Grupo Corripio Shops, Continental de Negocios, Molinos Modernos and Cap Cana Resort. **20%** Income increase.
- ▶ Hired key personnel in Client Service, Creative and Media.
- ▶ In April 2008 assisted group of partners in a venture in Real State Realtors Associates SRL, to help manage growth of group private properties portfolio.

1999 -2001

VP Managing Director/McCann WorldGroup

Dom. Rep.

- ▶ This McCann-Erickson operation was the largest in the market. It had suffered of a downfall in new business and profit during 1998. Main focus was to reorganized the agency, hired new personnel and design an aggressive new business strategy that brought in several clients such as LottoQuiz, Avis, González-Cuesta, International Red Cross, Intercontinental Insurances, Codetel, Tricom, Supercable, UPS, Motorola, Sealy Mattresses, Checo Products, amongst others. **52%** increased profits
- ▶ Defined the business strategy for a wholly owned subsidiary Harrison-Figuera Publicidad.
- ▶ Recommended to management the purchase of a local creative boutique Kraneo Publicidad.
- ▶ Growth in operating profits was **52%** in 1999, while expenses were controlled at only **10%+.**

1995-1998

Managing Director/Alastra S. L.

Caracas, Venezuela

- ▶ Started this operation in Caracas at the request of Productos Bixa S. A., largest flavor and fragrances company in Venezuela at the time and Consorcio Obelisco S.A. Leader in Real Estate Management
- ▶ Consultant in Auditing, Client Service, Financial, Communications, Advertising, Public Relations and Consumer Promotions.
- ▶ Business Strategy, Budgets, Purchasing Policies, IT Systems, and Human Resources.

1992-1995

Managing Director / Alastra S.L.

Madrid, Spain

- ▶ Gained major clients including Philip Morris International; consulting on legislative issues and sponsorship areas; handle public relations including press conferences. Negotiated free advertising in print media.
- ▶ Serve as representative throughout Spain and Latin America for the prestigious Diefenbach & Elkins, A U. S. corporate positioning company with clients such as Iberia, Telefónica, British Airways and AT&T.

1990-1992

EVP Vitruvio/Leo Burnett, S.A.

Madrid, Spain

- ▶ Planned and directed the merger of the acquired Vitruvio agency with the Burnett operation in Spain, increasing revenues to **US\$69** million annually.
- ▶ Managed the firm's largest account, Philip Morris España, S.A. representing **\$15** Million in annual revenues; acted as advisor to Philip Morris Corporate Affairs International, EU and Latin America.
- ▶ Lobbying efforts, media relations, communications with Spanish Sport Secretariat and trade associations for freedom of advertising in Spain and the EU.
- ▶ Worked with top motor sport personalities for sponsorship testimonials.
- ▶ Organized press seminars in Buenos Aires, Madrid and Barcelona for Philip Morris, attracting Spain's top journalists.

1986-1990 President/Leo Burnett, S.A. Madrid, Spain
▶ Responsible for \$45 Million P & L Strategic Planning, New Business, Barcelona office opening, and company acquisition.
▶ Implemented training programs for the 65 agency team in diverse areas, mainly in computer use.
▶ Increased operating profit by **67%** and agency income of **35%** simultaneously cut expenses **29%**.
▶ Gained new business from Kraft, Banco Santander, BDF Nivea, Tandom Computers, United Distillers, Tintoretto and Starlux.
▶ Obtained major equity in Cineponto (Portugal); recognized Vitruvio S.A. as a potential candidate to acquire and followed through to successful 1989 acquisition.

1984-1986 VP Director of Client Services/Leo Burnett, Europe & Middle East LTD. London, UK
▶ Led the \$60 Million + Philip Morris cigarette and Seven-Up account, 20% of the company's regional \$300 Million income.
▶ Excellent relations with senior PM executives. Director for the European New Product Committee at Burnett.
▶ Responsible new ventures and acquisitions within Europe.
▶ Grew Philip Morris profits by **\$10** Million in Germany, France and Switzerland.
▶ Strategically planned and negotiated purchase of creative business in Lausanne, Switzerland, HQ of Philip Morris/Seven-Up Regional Management that achieved increased international business and paid for itself **100%** within only 8 months.

1983-1984 President/Leo Burnett Limitada Sao Paulo, Brazil
▶ Recruited top-notch executives, boosted morale and client base, and turned around this \$17 Million agency. Increased billings to **US\$23** million
▶ Acquired a Brazilian agency that more than doubled account base and brought in additional needed professionals.
▶ Gained Nestlé and Diners Club (Citicorp); media buying strategy earned Philip Morris "Agency of Record".

1981-1983 President/Leo Burnett Inc. Buenos Aires, Argentina
▶ Open from scratch, the Argentinean subsidiary, hiring key personnel.
▶ Key role in the acquisition of Sagarra Propaganda in order to expand client base.
▶ New Business from Roche-Pantene, Citicorp, Braun, Salvat and Masalin and Particulars (Philip Morris); developed existing accounts: Nestlé, Seven-Up.
▶ Year 1 of operations brought in **US\$800,000** in revenues.

1977-1981 President/Leo Burnett Colombia S.A. Bogotá, Colombia
▶ Full P&L Responsibility. Client Base included Corn Products International, Gillette, Warner-Lambert, Philip Morris, Kimberly Clark, Nestlé, Nabisco Brands and Miles Laboratories.
▶ Reduced staff from 187 head count, to 136, closed 2 offices Cali and Medellin, centralized operations, cut payroll 40%, double billings in 3 years, and turned **\$80,000** loss into **\$600,000** profit.

Strengths

- ▶ Team builder. Each agency under my management has continued with a steady growth.
 - ▶ **Good** strategic thinker with ability to identify problems and implement solutions.
 - ▶ Ability to manage personnel getting the best out of them.
 - ▶ Excellent at working with creative and applying good judgment at their work.
 - ▶ Broad comprehension of financial issues.
- Member Board Directors Leo Burnett Europe
Member of the I.A.A.
Education: Lausanne Ecole Lémania

Fluency in: ▶ English, ▶ Spanish, ▶ French, ▶ Italian ▶ Portuguese!

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