

OSCAR ORTEGA

Marketing Director HISPANIC LATAM

Marketing leader with 15 years of experience on luxury and premium brands, with the ability to create and develop multidisciplinary teams.

Solid and significant achievements on difficult scenarios with creative and scalable solutions.



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PROFESSIONAL EXPERIENCE

Marketing Director Hispanic Latam

Luxottica, 2016 - Present

- Development of marketing strategy, direction and support to Latin America markets.
- Definition of portfolio strategy
- Creation and implementation of breakthrough marketing strategies for a multi-brand portfolio.
- Definition and management of the full marketing structure in the region (52 people).
- Lead digital transformation either B2B and B2C

- +200% distribution perimeter
- Consistent double digit growth
- Social & digital growth above market
- Global Best in class trade marketing team

Regional Brand Manager Ray-ban & Michael Kors

Luxottica, 2016 - 2016

- Double digit growth of sell in and sell out
- Brand penetration up to 60%
- +20% share of voice vs PY

Brand manager Hugo Boss Parfumes

P&G Prestige, Antera, 2015 - 2016

- Brand positioning from 4th place to 1st place within male fragrances segment.
- Best activation prize in Festival de la Belleza Palacio de Hierro.
- Brand with most increase in sell out.
- Best Launch in Liverpool 2 times in a row.
- Business increase from -3% to 14%.

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Marketing Director
HISPANIC LATAM

Leadership
Team Development
Client and Corporate relationship
management driven to succeed
Multi-brand portfolio management



- **MBA**
- **Administration degree**
- **Marketing degree**
- **Film Maker**



- **Spanish - Native**
- **English - Business**
- **Italian - Basic**
- **Portuguese - Basic**

PROFESSIONAL EXPERIENCE

Product Manager

Citizen, 2013 - 2015

- Service level improvement [67% to 98%]
- Less stock [-4% vs LY].
- +64% portfolio affinity

Public Relations and Marketing Area manager

Luxottica, 2008 - 2012

- Innovation prize from corporate
- Sell out +25%
- Development of training platform
- +43% polar mix penetration