

FABY TORRES

FT

GLOBAL MARKETING,
CREATIVE AND DIGITAL MARKETING

PROFILE

An enterprise leader, Innovative thinker and Brand Builder with a proven record of accelerating Business Growth and driving teams to successful results.

A seasoned Brand Marketer with Global Experience, true passion for Brand Storytelling, Digital media, Retail, Product Innovation, Tech and Youth Culture connection.

EDUCATION

KELLOGG NORTHWESTERN UNIVERSITY
Digital Marketing Strategies: Data, Automation, AI & Analytics Executive program

KELLOGG NORTHWESTERN UNIVERSITY
Consumer Marketing Executive Program

UNIVERSITY OF MONTERREY
B.A. in Communications


SKILLS


Global Marketing and Creative
Digital Media and Multiplatform Execution
Customer Journey Mapping
Performance Marketing


LANGUAGES

SPANISH - Native
ENGLISH - 100%
PORTUGUESE - Conversational

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 [fabiolamtorres](https://www.linkedin.com/in/fabiolamtorres)

EXPERIENCE

SVP, CMO Energy Portfolio & Hispanic Business Unit – PepsiCo

LOS ANGELES, CA | JAN 2023 - Present

- Drive momentum and growth to the Energy portfolio, leading with Rockstar
- Responsible of overseeing Hispanic growth strategy for key beverage brands
- Lead transformational work in Brand, products and retail partners to drive higher consumer engagement.

SVP, CMO & GM Energy Portfolio – PepsiCo

LOS ANGELES, CA | JAN 2022 - JAN 2023

- * Owner of the P&L across portfolio. Commercially responsible of GTM plans
- Responsible of driving brand equity for the Brands by increasing profitability and equity for the portfolio
- Develop strategy across the brands to drive distinction and drive executional excellence with our commercial partners.

SVP, CMO Energy Portfolio – PepsiCo

LOS ANGELES, CA | APRIL 2020 - JAN 2022

- Relaunch and introduce new brands to PepsiCo Energy Portfolio ensuring executional excellence in the marketplace.
- *Build brands: Drive relevancy for our Brands by driving engagement, consideration and conversion at every consumer touch point (Rockstar and Mtn Dew Energy).
- *Own product creation and innovation. Deliver authentic and innovative products based on consumer insights and analytics.
- *Co Owner of P&L. Drive brand relevancy and accelerate business results

VP, GLOBAL BRAND MARKETING | Apple | Beats by Dre.

LOS ANGELES, CA | OCT 2018 - MAR 2020

- Develop and drive annual and seasonal planning for multi-platform execution of the Brand and product initiatives. Ensure creative consistency and messaging across all markets.
- *Lead and Integrate all consumer touch points (end to end) to drive revenue and Brand growth.
- *Oversee all Integrated Marketing efforts and go-to-market execution for Beats portfolio, new products globally and new digital services (full integrated consumer journey).
- *Head of Global Brand Marketing functions: Brand, Media, Digital, Social Media, Performance Marketing, Events & Sports Marketing.

VP, GLOBAL MANAGING DIRECTOR | Apple | Beats by Dre.

LOS ANGELES, CA | JUNE 2017 - OCT 2018

- Responsible of developing new Brand Strategic Direction and Business plan for the year to drive future growth.
- *Responsible of driving focus for top 10 cities around the Globe, directly impacting higher ROI.
- *Drove operational excellence the Brand, Marketing investment strategy (Budget execution, campaign resources, Brand partnerships, Production, Creative delivery, Marketing operations).
- *Responsible of planning and development of the Beats Marketing Team (Talent planning, org design, team development).

SR. GLOBAL BRAND MARKETING DIRECTOR | Sportswear, Nike Inc.

PORTLAND, OR | JULY 2014 - MAR 2017

- Defined Global Strategy and Brand Direction for Culture of Sneakers. A 3 year plan and vision.
- *Led seasonal creative concepts for key Brand/product stories on Sport Innovation and Lifestyle by driving a cohesive Brand integration through multiple platforms.
- *Responsible for introducing new footwear concepts to key channels and marketplaces.
- *Leading with Digital, Energy retail channels and key marketing drivers. Refining Culture of Launch Globally to drive consistent and sustainable business growth (+14% YOY)
- *Full orchestration of Sneaker launches globally cross channels driving Brand and consumer demand in the marketplace (develop and launch of Sneakers app).


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EXPERIENCE

SR. GLOBAL BRAND MARKETING DIRECTOR | Direct to Consumer, Nike Inc.
PORTLAND, OR | JULY 2012 - JULY 2014

Led consumer immersive experiences at Nike Retail globally across all sports categories, and all tiered doors.

*Launched the first integrated Brand/e-commerce experience nike.com

*Developed an integrated seamless e-commerce journey for the consumer across channels (mobile, web and B&M).

*Developed a new elevated service for consumers to reward Nike loyalty at Nike + to increase conversion at (+8% YOY)

SR. MARKETING DIRECTOR WEST TERRITORY | Nike Inc.
LOS ANGELES, CA | JULY 2009 - JULY 2012

Responsible of develop and execute Brand and Business strategy for the West Coast (13 states).

*Positioned Nike (with leadership team) as #1 Brand for Running, Skate, Soccer and Sportswear Brand among younger consumers (13-19 y.o) for the first time.

*Led and executed high profile Brand initiatives in the Market with key focus in Los Angeles. Managed key partnerships: NBA, MLS, US Open of Surf.

*Drove innovation to the market through elevated product / consumer experiences, services, PR, Digital, Retail and Influencer marketing.

MARKETING DIRECTOR, MEXICO | Nike MX.
GUADALAJARA, JAL. MX | FEB 2005 - JULY 2009

Developed Brand, Creative, Business Strategy, Vision and Marketing plan for 4 years and vision for 10 years.

*Positioned Nike as #1 Soccer and Running Brand by driving new integrated Marketing plans through Sports Marketing, Digital and Retail elevation strategy (+16% YOY growth).

*Developed and executed the first Women's and Running Brand initiative for the country and 360 integrated consumer touch points.

*Signed and served the most important Sports Marketing assets for the company: Mexico National Team and 3 Soccer teams.

BRAND MANAGER, AMERICAS (LATAM AND CANADA) | Nike Inc.
BEAVERTON, OR | MAY 2003 - FEB 2005

*Planned and Implemented Brand Initiatives for Olympics and Gold Cup in 7 countries.

*Developed first Nike women campaign for the Geography (creative development, integration of product, retail, .com and Marketing).

*Key player in the global consumer research for barefoot Running in Brazil.

BRAND MANAGER, GLOBAL FOOTBALL | Nike MX.
GUADALAJARA, JAL. MX | MAY 2001 - MAY 2003

*Developed Brand integrated plan and World Cup strategy for the country.

*Drove the first Integrated Marketing effort for the company.

*Achieved #1 Market share and # 1 Brand for the country (18 month journey).

MEDIA AND ADVERTISING MANAGER | Nike MX
GUADALAJARA, JAL. MX | FEB 1999 - MAY 2001

*Developed the first Nike local creative campaign across all categories

*Executed and produced the first Running, Training and Women's campaign.

*Introduced the first digital and interactive experience for the consumer

ADDITIONAL RELEVANT EXPERIENCE:

MEDIA AND INTERNATIONAL MARKETING MANAGER | CCM Brewery | Heineken