

JOSÉ ÁNGEL BECERRA HURTADO

PROFESSIONAL EXPERIENCE

ALICORP S.A.A. Lima, Perú

Mar. 2009 – Present

Largest Peruvian manufacturer of consumer goods, industrial supplies and animal food (USD 2BN/year). Six countries.

Senior Brand Manager – Jan. 2015 - Present

Acting CMO at Global Foods, leading cereal company acquired by Alicorp in 2014

Seconded to Global Foods as Alicorp's highest level employee in newly acquired company. Manage relationship with Global's CEO. Advise Alicorp CEO on what to change in Global and what best practices to bring back to Alicorp. Report directly to Global Foods' CEO (founder of the company) and to Alicorp's CEO in quarterly meetings. Manage cereal business in Peru, Bolivia and Ecuador (three brands, \$36 MM revenue). Define and manage company commercial strategies (about 120 products, 20 sub-brands). Create product innovation pipeline that spans multiple adjacencies and new business opportunities. Lead multifunctional teams and work with agency partners.

- Exceeded Sales and EBITDA annual targets for two years, gaining 2 points of gross margin.
- Developed and implemented new brand strategy and distribution model for Global that delivered +15% growth in volume.
- Launched a new brand for the health and wellness segment of the market that reached 25% of market share after 5 months, becoming the leader of the segment. (2016)
- Received annual award from Alicorp's Consumer Products Vice-President for successful launch of new brand campaign. (2015)
- Exceeded acquisition's synergy objectives by +US\$300K (+4%).

Brand Manager, Edible Oil – Jan. 2013 – Dec. 2014

Manage Peruvian edible oil business (five brands, \$160MM revenue). Developed clear portfolio and price strategy, assigning roles for each brand according to price tier and consumer needs. Coordinated closely with procurement team, setting target price for raw materials (soybean and sunflower oil). Led multifunctional teams in product launches and marketing campaigns. Worked with agency partners. Two direct reports (Brand Managers), two indirect reports. Reported directly to Marketing Director.

- Delivered record high margins and market share for two years. Doubled rate of growth in volume, revenue, and profit increase.
- Received annual award from Alicorp's Consumer Products Vice-President for successfully redefining pricing structure for edible oil category, increasing gross margin by 2.5 points without affecting volume. (2013)
- Launched multiple new products with higher margins, bringing higher consumer recognition to entire category.
- Received annual award from Alicorp's Consumer Products Vice-President for successful launch of new brand campaign of *Primor*, which brought highest sales for brand in the last three years. Transformed it to MegaBrand with focus on constant innovation in category that had not seen innovation in years. (2014)
- Chosen by CEO for five-person team (Marketing VP, two Marketing Directors, HR Director and I) to create in-house Alicorp School of Marketing, (EMA). Classes began July 2014. Completion of course now required for promotion in Marketing Division.

Assistant Brand Manager (“Jefe de Marca”) for Edible Oil Core Brand “Primor” - Jan. 2011 – Dec. 2012

Supervised *Primor* (cooking oil) business in Peru, one of six core brands for company (\$39.6 MM revenue). Defined and executed brand structure, visual identity, and brand strategy in coordination with Brand Manager. Managed new marketing campaign. Supervised brand budget, and implemented price structure for whole category. Coordinated with trade marketing, finance, demand planning team, logistics and research. Supervised one subordinate.

- Exceeded previous year's (2011) annual volume by 2.5% and 2015 target by 1.5%, gaining one point of market share in value.
- Led three launches and product upgrades with multimedia marketing plans, including TV spots that scored above 130 CEI (above average consumer response and signals in market business building capability).
- Selected for four-person team (Marketing Director, Marketing VP, PR/Social Responsibility Director and I) to launch first public service campaign, educating consumers in nutrition. Liaise closely with advertising agency.

EDUCATION

University of Lima, Peru. Major in Business Management. Top 20% of the student body (2003 – 2007)

University soccer team scholarship (2003 – 2007)

IDEO U | IDEO's online learning experience. *Leading for Creativity with Tim Brown.* Company sponsorship. 2017

HBX | Harvard Business School. *Disruptive Strategy with Clayton Christensen.* Company sponsorship. 2015

Harvard Law School Program on Negotiation, Cambridge, MA *Negotiation Pedagogy Workshop, Negotiation Seminar* (2007)

SAP Level 1 Certified, Sales Professional for SAP Business One. (2006)

ADDITIONAL INFORMATION

- **Sports:** Semi Professional soccer player (2005 – 2006)
- **Volunteer:** Children section of the largest Cancer hospital in Peru (2001 - present)