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SUMMARY Accomplished, results-driven senior business executive with a proven track record of delivering top-line impact. Expert in leading high-performing teams and excelling in customer service, business development, negotiation, and problem-solving.

EXPERIENCE

APLatam Holdings – Online program Management (OPM) Education Industry **Mexico**
General Manager, Chief Product Officer, Chief Operating Officer, Account & Business Development (2020 – Present)

- Driving profit maximization strategies, achieving consistent growth in revenue (+25%) and profitability year over year(+38%).
- Fostered a positive corporate culture (NPS 78), emphasizing teamwork, innovation, and employee engagement, resulting in increased productivity, commitment and morale.
- Set and executed a clear strategic direction for the organization, aligning all activities with overarching goals and objectives, resulting in sustained growth and success (beyond OPM activities). EBITDA growth of +120% YoY.
- Developed and implemented a customer engagement strategy emphasizing 6 moments of truth, increasing retention and maximizing experience, with a follow up service model, clear SLAs and strong omnichannel communication
- Spearheaded comprehensive digital and communication strategies, achieving significant cost optimizations (e.g., -65% in 2022).
- Implemented a game-changing marketing automation tool for enhanced engagement and streamlined processes, resulting in a 32% lost leads engagement sales growth.
- Led a team of 382 professionals, delivering a 24% increase in new student enrollment in '23.
- Drove a remarkable account engagement and growth (e.g., 3 new partners and 75% company revenue) and executed a standout relations campaign.
- Management of a comprehensive solution, that assures and guarantees our Universities partnerships, with a successful implementation and management growth of online programs. Development of new business and revenue lines.

Aliat Universidades – Tresalia Capital – Education Industry **Mexico**
Chief Marketing & Digital Officer, Business Development (2015 – 2020)

- Evaluated, designed, and executed comprehensive digital and communication strategies, delivering substantial cost optimizations.
- Achieved a 20% growth in new student enrollment in 2016, 2017 and 2018, exceeding industry standards.
- Led a team in various projects, including dynamic pricing, marketing communication, and campus redesign.
- Pioneered a new educational business model to differentiate from competitors.
- Created the Student Engagement and success plan by redefining the campus, the journey and communication channels

Instituto Tecnologico y de Estudios Superiores de Monterrey – Education Industry **Monterrey**
Group Brand Marketing and Content Director (2014 – 2015)

- Revamped brand image, content generation, and brand communication strategy for all University components.
- Successfully redefined marketing processes, achieving a 25% reduction in marketing structure.

British American Tobacco – Consumer Products	Monterrey
<i>SAP Implementation Program Manager</i> (2013 – 2014)	
<ul style="list-style-type: none"> Selected within the organization to lead the most important project to create a new global operating model. Led the implementation of a global operating model and SAP platform alignment, resulting in increased agility and efficiency. 	
Head of Regulatory and Corporate Affairs – Consumer Products	Mexico
(2012 – 2013)	
<ul style="list-style-type: none"> Ensured business sustainability through government engagement and strategic external media communication. Maintained a regulatory environment with no new restrictions for three consecutive years, a global distinction. 	
Head of Premium Brands – Consumer Products	Monterrey
(2011 – 2012)	
<ul style="list-style-type: none"> Developed and executed a successful portfolio strategy, achieving substantial market share growth. Brought to Mexico the first innovation to our key brand “Dunhill switch capsule” product, with differentiated packaging and unique promotions achieving positive market performance (+0.6 percentage points to achieve a 1.4% market share). Evaluate and developed a new segments proposition and marketing mix for the Mexican market (100’s, 14’s, Switch, etc) gaining important share. (Switch +0.6%, Camel +0.7%). 	
Sr. Group Marketing Manager – Consumer Products	Tokyo, Japan
(2008 – 2011)	
<ul style="list-style-type: none"> Revitalized the company's largest brand in Japan, driving significant revenue growth and market share expansion. Drove company performance with more than 6bn USD annual revenues, to aggressively grow sales volume (+5%), market share and profit in a market 3rd player position. Responsible for managing brand budget (\$350mn USD) and performance of the portfolio of brands. 	
Senior International Brand Manager Vogue – Consumer Products	London, UK
(2006 – 2008)	
<ul style="list-style-type: none"> Managed one of the largest BAT brands, redefining global brand strategy and achieving significant cost reductions. Responsible to manage one of largest BAT brands, with revenues of more than 2.4bn USD annually and 110M USD profit. Re-design global Brand strategy, personality, positioning, and alignment across all countries managing Vogue. Developed a Centralized agency model, establishing local structures an integration process towards strategy & implementation. 	
Camel Brand Manager – Consumer Products	Monterrey, Mx
(2003 – 2006)	
<ul style="list-style-type: none"> Created award-winning communication campaigns, resulting in brand growth and market share increase. 	
Coca-Cola Brand Manager – Consumer Products	Mexico
(2003 – 2006)	
<ul style="list-style-type: none"> Managed 2 of the 4 consumer segments with upstanding results, communication campaigns, resulting in brand growth and market share increase. Sales and trade marketing activities to improve share, competitiveness and growth 	

EDUCATION

- MBA, Kellogg School of Management, Northwestern University (Graduated 2014) **Evanston, IL**
- B.S. in Industrial and System Engineering, Instituto Tecnológico de Estudios Superiores de Monterrey (Graduated 1996) **Monterrey, Mx**

ADDITIONAL INFORMATION (2012-2016)

- La Salle Consulting Board member for the Business Faculty (current)
- College teacher at ITESM campus Monterrey. (1 year)
- College and master's degree teacher at the Universidad Panamericana (7 years)
- Northwestern Alumni Association Global Ambassador (2017-2019).
- Member of the Council of the Counterfeit and Piracy board at Reforma newspaper. (2012-2013)
- Head of communication committee at American School Foundation. (2015-2020)
- Leadership roles in various student associations.
- Interests include marathons, cooking, and travel.
- Languages: Spanish (Native), English (Proficient), Portuguese (Understanding), Japanese (Basic).