

## Marketing

Bring light to your  
consumer and shopper  
marketing

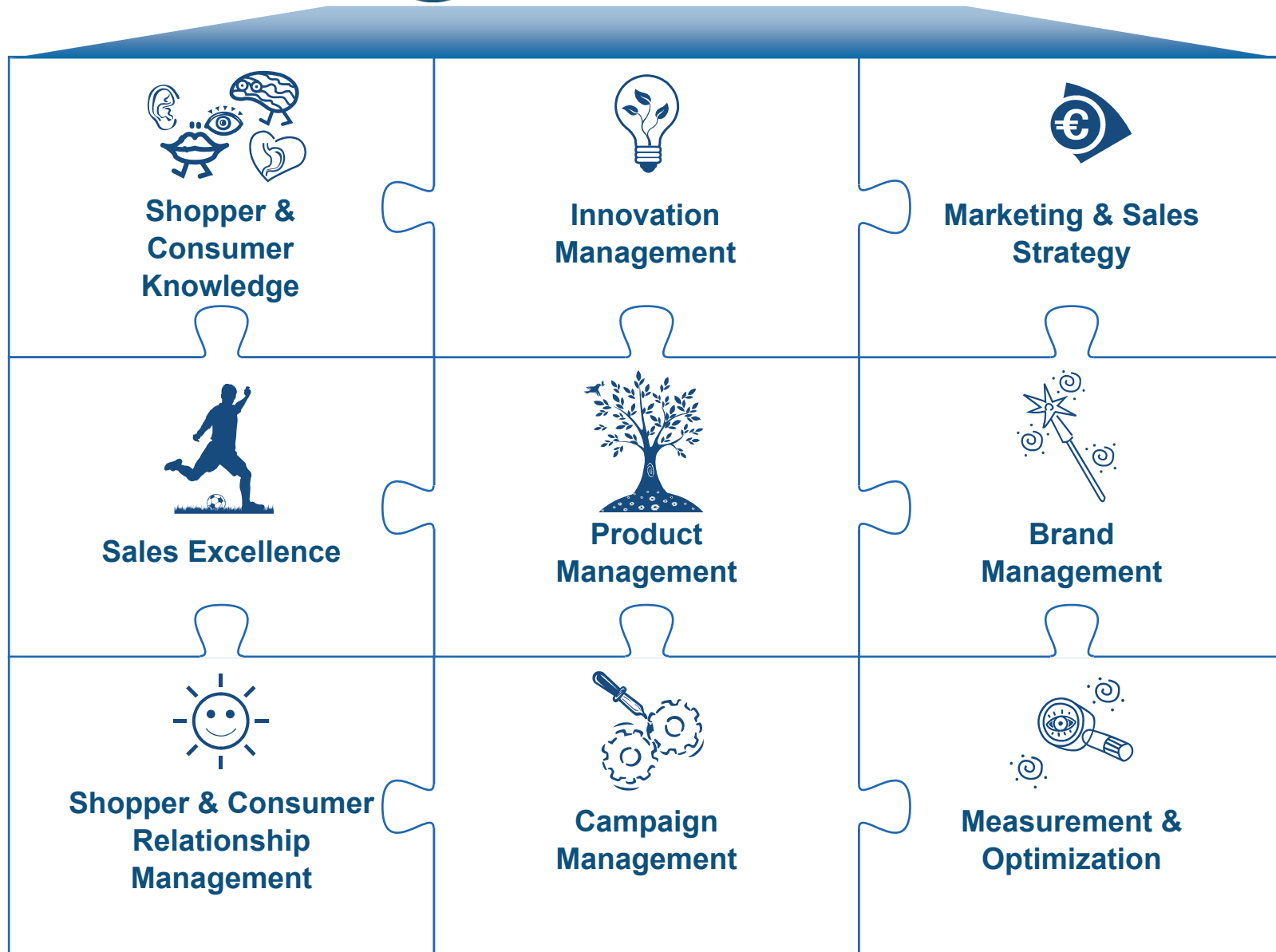
## Innovation

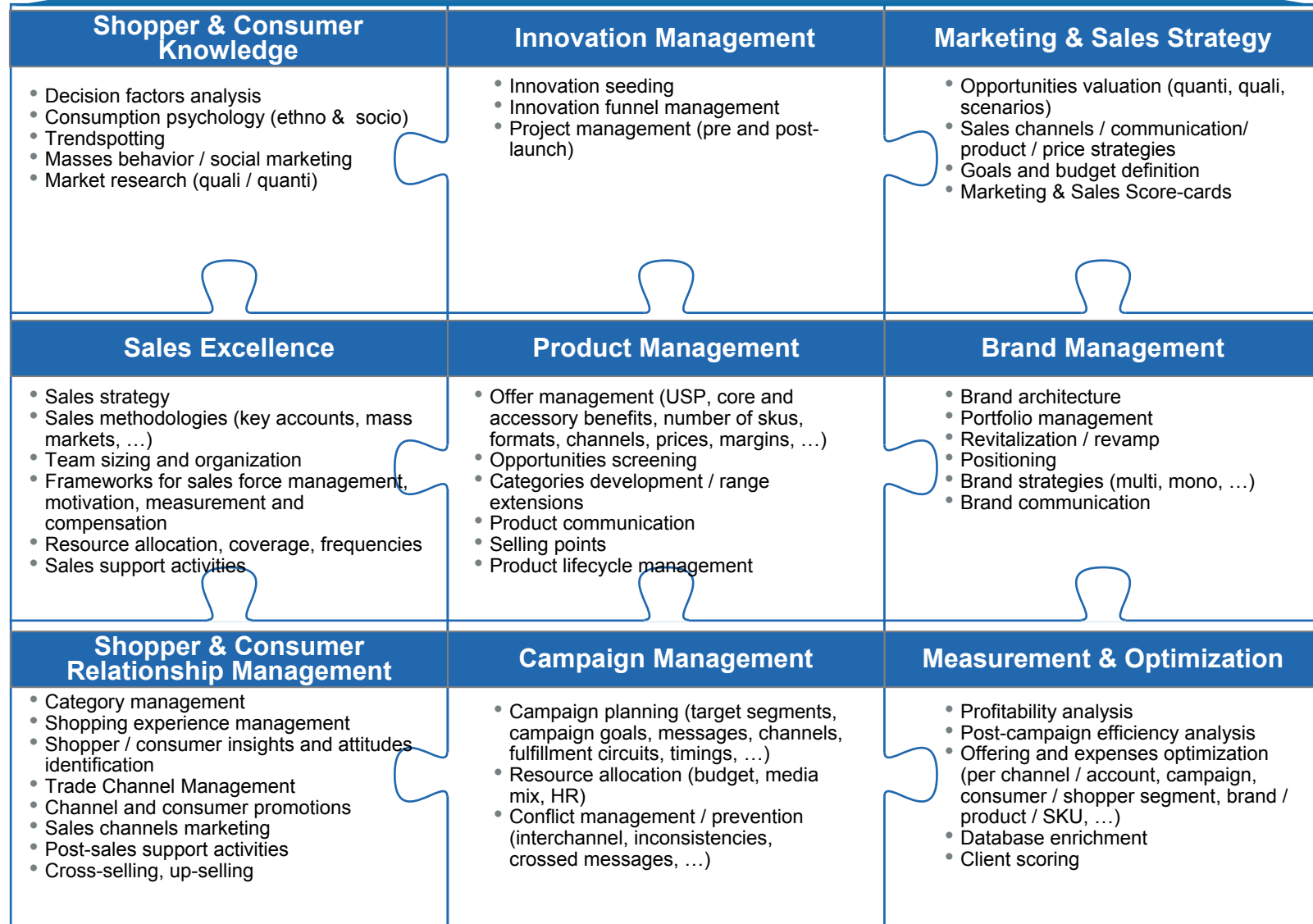
Let fresh ideas flourish  
and seed new ones

## Growth

Nurture your  
organization to new  
dimensions







## About us



**Advisium Group is a one-stop shopping boutique of marketing services structured around the skills and experience of highly skilled marketing and sales professionals and offering full-marketing outsourcing capabilities in highly competitive environments.**

# Contact: Francisco Pestana



## Summary

Advisium Group's General Manager. More than 10 years of working experience as a Marketing and Sales strategy expert within massive consumption markets, primarily: FMCG, Telecom, Media and Financial Services. Worked previously both inside product marketing organizations (Gallina Blanca, Aetna Insurance) and as Senior Manager within renown strategy consulting firms (Deloitte, Valoris and Accenture). Holds an International MBA award from IESE Business School. Relevant experience in Spain, Italy, Belgium, Portugal, USA, Mexico and Central America.

## Main areas of experience

- Strategic Marketing
- Product and Brand Management
- Innovation Management
- New ventures valuation
- Sales channels management
- Consumer campaigns management (online and direct marketing)
- Marketing and Sales expenditure effectiveness
- Product portfolio optimization and optimal assortment at POS
- Ethno and social marketing
- Consumer and Shopper Insight Management

## Main companies served





**Key Contact: Francisco Pestana**

**Phone: (+34) 630 864 623**

**email: [fpestana@advisium.net](mailto:fpestana@advisium.net)**

**<http://www.advisium.net>**