



advisiumgroup

marketing | innovation | growth

Marketing

Bring light to your
consumer and shopper
marketing

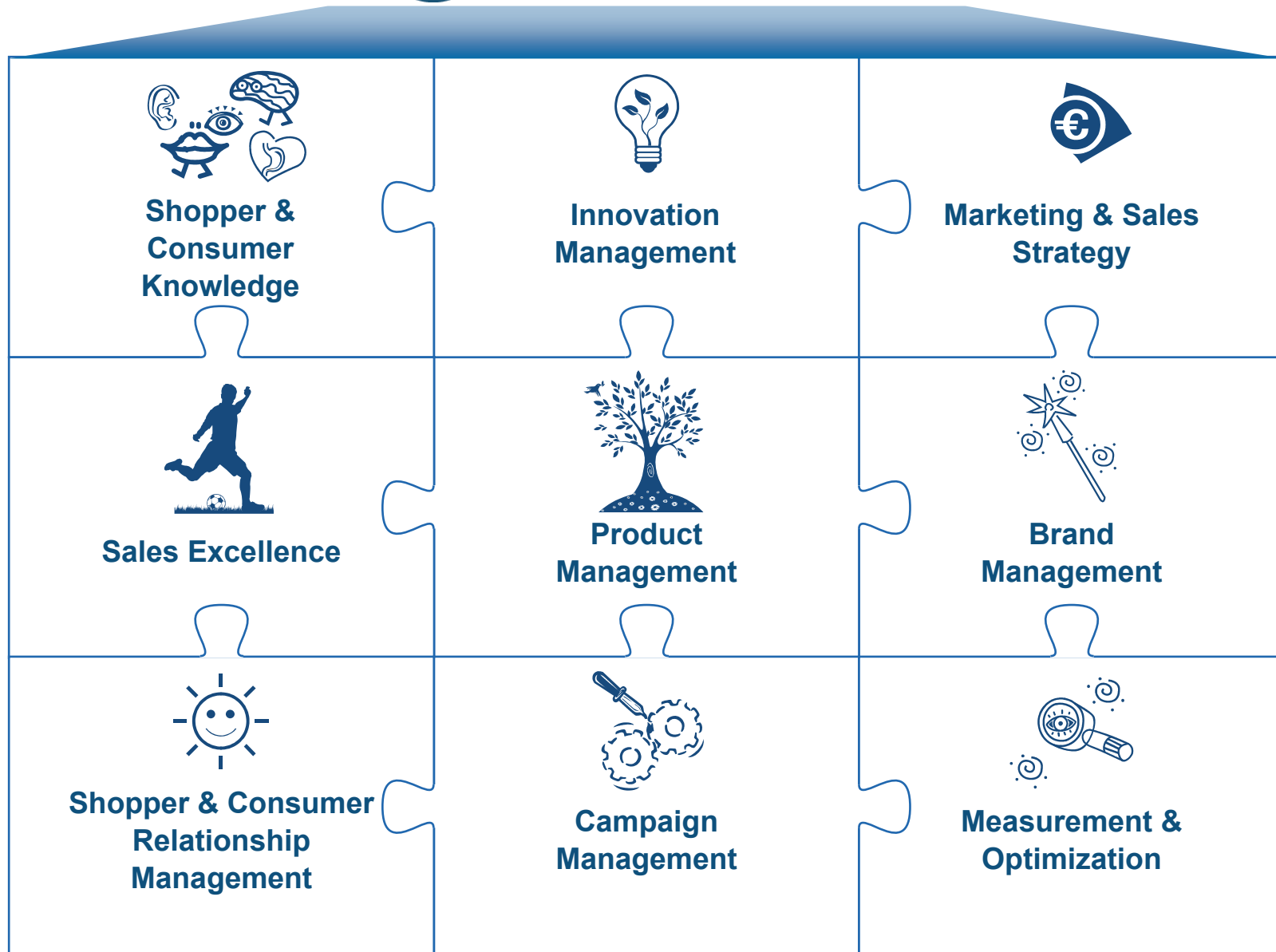
Innovation

Let fresh ideas flourish
and seed new ones

Growth

Nurture your
organization to new
dimensions





Shopper & Consumer Knowledge	Innovation Management	Marketing & Sales Strategy
<ul style="list-style-type: none"> • Decision factors analysis • Consumption psychology (ethno & socio) • Trendspotting • Masses behavior / social marketing • Market research (quali / quanti) 	<ul style="list-style-type: none"> • Innovation seeding • Innovation funnel management • Project management (pre and post-launch) 	<ul style="list-style-type: none"> • Opportunities valuation (quanti, quali, scenarios) • Sales channels / communication/ product / price strategies • Goals and budget definition • Marketing & Sales Score-cards
Sales Excellence	Product Management	Brand Management
<ul style="list-style-type: none"> • Sales strategy • Sales methodologies (key accounts, mass markets, ...) • Team sizing and organization • Frameworks for sales force management, motivation, measurement and compensation • Resource allocation, coverage, frequencies • Sales support activities 	<ul style="list-style-type: none"> • Offer management (USP, core and accessory benefits, number of skus, formats, channels, prices, margins, ...) • Opportunities screening • Categories development / range extensions • Product communication • Selling points • Product lifecycle management 	<ul style="list-style-type: none"> • Brand architecture • Portfolio management • Revitalization / revamp • Positioning • Brand strategies (multi, mono, ...) • Brand communication
Shopper & Consumer Relationship Management	Campaign Management	Measurement & Optimization
<ul style="list-style-type: none"> • Category management • Shopping experience management • Shopper / consumer insights and attitudes identification • Trade Channel Management • Channel and consumer promotions • Sales channels marketing • Post-sales support activities • Cross-selling, up-selling 	<ul style="list-style-type: none"> • Campaign planning (target segments, campaign goals, messages, channels, fulfillment circuits, timings, ...) • Resource allocation (budget, media mix, HR) • Conflict management / prevention (interchannel, inconsistencies, crossed messages, ...) 	<ul style="list-style-type: none"> • Profitability analysis • Post-campaign efficiency analysis • Offering and expenses optimization (per channel / account, campaign, consumer / shopper segment, brand / product / SKU, ...) • Database enrichment • Client scoring

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

<http://www.advisium.net>