

# DIANA LORENA GUARÍN ROTTENBERG

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## PROFESSIONAL PROFILE

Marketing Executive with thirteen years experience in Brand Marketing, Sales Management and Market Research areas. Highly skilled in managing processes, designing strategies, and developing creative solutions to reach share of market, sales volume and profit objectives. Leadership capability, team worker and good interpersonal relationship skills. Bilingual: Spanish & English

## WORKING EXPERIENCE

### CONSULTANT

January 2014- Actual

- Supported locally to HBO in brand activation, training strategy, sell incentives program for call center Paid TV companies' sales force in Colombia. Feb- Jul 2015
- Project managing to developed and launched RoomS, a mobile App for last minute hotels and everyday usage.
- Consulting for a Gastronomy Agency in Business Model Canvas – The Refinery - to build the new business model.

### CUSTOMER EXPERIENCE DIRECTOR- DIRECTV™

Direct To Home (DTH TV) Company.

October 2012- December 2013

Responsible for leading Colombia's Customer Experience Department, develop the customer experience strategy at lowest cost by telephone, face-to-face and mailing.

- Developed and executed the "Best Service is not Service", achieving a 20% calls reduction per subscriber, it represented 8 million dollar saving per year.
- Led the self-attention strategy, achieving a 55% of the transaction of the subscribers by automatic ways, such an IVR system, web page, of self-attention with a 95% satisfaction for first call resolution.

## **RESEARCH & SOCIAL RESPONSIBILITY LEADER, DIRECTV PAN REGIONAL**

January 2010- October 2012

Responsible for creating and developing the Local Research Department and the Social Responsibility program and strategies.

- Managed the market research studies to launch a DIRECTV prepaid product, a new different strategy focused on the base of pyramid segment identifying opportunities such as number of decoders, recharge amount in order to help the DIRECTV massification in Colombian Market.
- Cordinated results of different studies such a Colombia's Brand Tracking, Customer Satisfaction and Churn Tracking for Pan regional countries. Awarded as a "Best Research Member" of year 2011.
- Led the Social Responsibility strategy implementation, under the regional parameters, developing different programs working with vulnerable groups of people, representing a positive company image and its reputation.
- Developed and executing Colombia's Escuela+ expansion (a program to increase the quality of education, using audiovisual resources at classes), thought a team working alliance with Colombia National Education Ministry, Discovery at school, Microsoft, NatGeo and The World Bank.

## **PRODUCT MANAGER – DIRECTV COLOMBIA**

August 2005 – October 2012

Responsible for creating, executing and following up strategies to positively increase the subscriber average revenue by selling additional programming and premium packages to current subscribers base.

- Developed the Premium products and revenue strategy and executed a commercial plan creating a call center sales group of 50 people, to upgrade subscribers TV packages, achieving ARPU Target year after year and stopping a 50% of downgrades of subscribers with intention of reduce his TV packages.
- Designed the DIRECTV Plus (DVR) launching strategy, targeting a 12% penetration among subscribers, achieving 4 perceptual points above of estimated.
- Led the HBO and Movie city (Fox+) programming promotional activities, achieving the goals, with additional revenue of COP \$500MM average per activity, negotiating offers for subscribers, sales incentives, training and sales commission.

- Led the Repackaging plan for Sky's migrated subscribers, whom current programming package was smaller than before the migration. Offered a trial month and a discount for four additional months and obtained a premium additional share of 5% in HBO and 3% in Moviepack.

### **RESEARCH EXECUTIVE- MILLWARD BROWN ANDEAN REGION**

August 2004 – August 2005

Responsible for analyzing statistics data, preparing and presenting quantitative and qualitative reports of market research, using different methodologies to find out key insights and recommendations for multinational corporations. Managed and developed commercial relations within the Client Service department.

- Coordinated Consumer Tracker Survey (CTS) for PepsiCo Central America (Guatemala, Honduras, Nicaragua, El Salvador, Costa Rica and Panama), recommended action plan to improve the brands performance in this market.
- Obtained the Rayovac Account for Latin America, developed Quantitative projects such as Brand Dynamics in Colombia, México and Brazil.
- Coordinated quantitative research for Novartis (Pharma Lab) among doctors in Colombia, Peru and Ecuador, finding the relevant attributes for prescription, and suggesting the possible brand positioning for Novartis portfolio.
- Developed Brand Dynamics methodology for Parmalat (milk, powder milk and yoghurt)

### **MARKETING ASSISTANT - MULTISOFT**

June 2002 - May 2003

Responsible for developing and implementing marketing activities; research, planning, new product launches; and communications between Multisoft and clients and World Software Companies.

- Developed the plan to increase Databases of 1000 potential clients by using tech tools, increased the revenue and sales of Microsoft products in 20%.
- Coordinated the Direct Marketing Plan for a specific target of products such as McAfee and Macromedia achieving a 15 % response.
- Managed commercial events, business breakfasts and fairs with a 50% Guests attendance level and obtained a Return of Investment within the next three months after the event.

## **EDUCATION**

Master in Business Management  
Tulane University - 2011

Marketing Engineering  
Piloto University – 2003 (5 year bachelor degree)  
Honor Graduation (The Best GPA)

## **OTHER QUALIFICATIONS**

- Languages
  - Portugués- British Alliance Bogotá- Intermediate Level - 2.011
  - English- Anglo World Education - Oxford (England) International School Year (ISY) January- September - 1.998
- Seminars and workshops
  - A beginners guide to Irrational Behavior – Duke University -2014
  - Management and Leadership -Universidad de Los Andes - 2012
  - Marketing and Sales Strategic Management -Universidad de los Andes - 2007
- Software Skills
  - Microsoft Word, Excel, Power Point, Outlook and Quanvert
  - Windows Platform, Internet and applications.