

Andrés F. Garavito R.

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PROFESSIONAL SUMMARY

Marketing, Brand & Go-to-Market leader with 10+ years of experience launching and scaling consumer brands across LATAM and international markets, now based in Los Angeles. Combines brand strategy, market entry, commercial growth, and hands-on execution across F&B, retail, luxury, and travel retail. Career spans global brands including Starbucks and Dufry, entrepreneurship, and consulting, with experience building brands and businesses from the ground up and expanding into new markets and channels.

KEY COMPETENCIES

- **Growth & GTM:** Go-to-Market Strategy, Market Entry & Expansion, Omnichannel Growth, Customer Acquisition, CRM & Lifecycle, Customer Journey
- **Brand & Consumer:** Brand Strategy, Product Positioning, Consumer Insights, Retail Marketing, FMCG/F&B, Premium & Luxury
- **Commercial & Operations:** P&L Ownership, Retail & Store Openings, Category Management, Travel Retail, Franchise Strategy
- **AI & Transformation:** AI Strategy & Implementation, Workflow Automation, AI Agent Design (Claude, Gemini, Supabase, Make, n8n, Shopify)
- **Leadership:** Cross-Functional & Multicultural Leadership, Stakeholder Management, Investor Relations
- **Languages:** Spanish (Native), English (Fluent), Italian (Basic), Portuguese (Basic)

PROFESSIONAL EXPERIENCE

Growth and GTM Advisor (Fractional, Independent), Calibro Studio | Remote, Bogotá, Colombia *Nov 2024 – Present*

- Lead a growth and GTM advisory practice for consumer and retail brands, combining market strategy with hands-on AI execution systems.
- Led omnichannel growth for Minibhú, a Colombian children's fashion brand (\$500K+ in annual sales), increasing session acquisition 15%, conversion 10%, AOV 5%, and in-store sales 5%, while supporting expansion into Medellín and Cali through localized go-to-market strategies.
- Developed and led the full marketing strategy for Blum Art, a Colombian jewelry brand, over a 12-month engagement, driving 20% sales growth.
- Designed and deployed a client-facing operations platform using automated workflows and AI sub-agents for Satura Studio, a boutique digital-communication studio serving 24+ brands, scaling team capacity without headcount.
- Advise a venture-backed sustainable food brand on retail go-to-market and expansion, supporting growth for 20+ points of sale across Colombia.

Founder & CEO, Dimonde Corp / Prego Coffee | Bogotá, Colombia *Jun 2018 – Oct 2024*

- Founded and built a B2B specialty coffee company end to end: brand, product, 10-year business model and financial projections, and a U.S. franchise expansion plan.
- Won distribution through Dufry, the world's largest travel retailer, reaching their stores across 13 cities and 8 countries, and negotiated a \$1M annual supply agreement.
- Led a \$5M fundraiser with international investors and family offices, through term sheet; built the market entry and penetration strategy, brand and marketing plan, and the operating model behind the first two retail locations.
- Operated with a core team of 4, including a senior COO and a Brand Manager, scaling to 20+ indirect team members and an extended network of outsourced partners in design, digital, manufacturing, and coffee trading.
- Built the supply chain from origin: direct sourcing with Colombian coffee farms and partnerships with suppliers and clients in the U.S., Switzerland, China, and LATAM.

Marketing Leader (Sr. Manager Level), Dufry - DFISS Group | Bogotá, Colombia *Jul 2017 – May 2018*

- Right hand to the Country Manager on the launch of the first duty-free operation at Bogotá's El Dorado, Latin America's busiest airport (3.77M monthly passengers), working across marketing, commercial and operations.
- Negotiated prime retail space, taking brand occupancy to 100% and bringing in new international brands; supported global brand negotiations.
- Ran floor and warehouse operations hands-on during the launch: inventory control, replenishment and store assortment across 50,000 SKUs and 15 commercial concepts.

- Managed the full category portfolio beauty, fragrance, spirits, confectionery, eyewear, leather goods and accessories, across prestige houses including LVMH brands, Chanel, Dior, Carolina Herrera, La Mer, La Prairie, Bottega Veneta, Montblanc, Luxottica, Michael Kors, Moët and Absolut, among hundreds alongside Hudson store operations.
- Grew sales 10% and repurchase rate 17% through exclusive product strategy and promotional campaigns, while reducing promotional pressure in the liquor category from 51% to 47%
- Trained a floor team of 100+ sales associates to 100% certification

Strategic Marketing, Growth & Brand Strategy Consultant, Nova Retail Lab | Remote, Bogotá, Colombia Nov 2015 – Jul 2017

- Designed and implemented 360° marketing and communication strategies for fashion, jewelry, wellness, marketing agencies and food brands, achieving sales growth of up to 30% across client brands.
- Established structured workflows, budget processes, and marketing methodologies implemented across multiple client organizations.
- Created loyalty programs and partnership networks, enabling cross-brand customer engagement and retention.
- Designed customer journeys and visual merchandising systems, ensuring consistency across retail touchpoints.
- Advised retail clients on store openings, brand positioning, and market entry strategies.

Project Leader, Enso Media | Mexico City, Mexico

Jul 2015 – Oct 2015

- Negotiated and executed large-scale event projects for global clients.
- Integrated graphic design elements into strategic proposals to improve conversion and client retention.

Marketing Advisor Volunteer, Fundación México Sonríe | Mexico City, Mexico

Apr 2015 – Jun 2015

- Created marketing and fundraising strategies that increased donations for children's cancer programs.
- Led volunteer initiatives providing essential support for families of hospitalized children.
- Co-developed a social-impact employment program for mothers of cancer patients through subsidized wig production.

Marketing Leader, Starbucks Colombia | Bogotá, Colombia

Feb 2014 – Feb 2015

- Led marketing for Starbucks' entry into Colombia across 11 store openings including the first flagship, finishing 160% above sales targets; owned the department P&L
- Built the trade-area and penetration strategy for each location, consumer research, catchment analysis and launch plan per store
- Owned the Food category end to end, from assortment decisions to in-store execution, growing the combined Food and Merchandise share of sales from 32% to 38%
- Directed everything the customer saw in-store: menus, merchandising, signage and opening events
- Trained by Edelman as brand spokesperson; represented the brand at select opening events and ran press relations with the agency and media behind the scenes, generating \$200K in earned press coverage across opening events.
- Presented quarterly results to Alsea and Starbucks C-level leadership
- Led digital and social strategy, reaching 32% engagement across brand channels
- Green Apron Award, Starbucks México, for excellence in marketing and market entry execution.

Assistant Operations Manager, Mexico & Caribbean, Gucci | Mexico City, Mexico

Nov 2012 – Jan 2013

- Supported retail operations across Mexico and the Caribbean, including inventory control, logistics, commercial coordination, client service, visual presentation, and luxury retail standards.

EDUCATION

Universidad Jorge Tadeo Lozano | Bogotá, Colombia

Bachelor's degree in Marketing and Marketing Management

ADDITIONAL INFORMATION

- **Professional Development:** CS50x: Introduction to Computer Science, HarvardX (edX). Coursera online certifications: *Agile Project Management, Generative AI*. Università Bocconi: *Managing Fashion and Luxury Companies*.
- **Awards & Recognitions:** **Green Apron Award**, Starbucks Mexico, for excellence in marketing and market entry execution.
- Driven by a belief that brands can inspire conscious connection, I build ecosystems that blend creativity, data, and empathy to generate both business growth and human impact.