



ANDRÉS GARAVITO · BRAND, MARKET ENTRY AND GROWTH · LOS ANGELES

Marketing by training, operator by *choice.*

Three market entries, the AI systems that run the plan, and a decade of advisory. Starbucks into Colombia, Dufry into El Dorado, my own coffee brand into eight countries.

AUTHORIZED TO WORK IN THE U.S. · L-2S · NO SPONSORSHIP REQUIRED

Four chapters, one *thread*.

Taking brands into new markets, and building the systems that keep them growing. From a global coffee brand entering Colombia to the AI platform a studio runs on today.



01 • Enter
Starbucks Colombia
2014 TO 2015 • P. 03
Market entry, store by store: 11 openings in seven months, 160% of target.



02 • Launch
Dufry • El Dorado
2017 TO 2018 • P. 06
Duty-free at Latin America's busiest airport: 15 concepts, 50,000 SKUs.



03 • Build
Dimonde
2018 TO 2024 • P. 09
My own coffee brand, from zero to eight countries and a \$5M term sheet.



04 • Advise
Calibro Studio
2015 TO TODAY • P. 13
A decade of advisory, and the AI systems that run the plan.

"Marketing needs a seat at site selection."

WHAT STARBUCKS TAUGHT ME

"When a role blurs, run toward the gap."

WHAT DUFRY TAUGHT ME

"Capital is not raised until it is in the bank."

WHAT DIMONDE TAUGHT ME

Enter.

Starbucks Colombia

MARKETING LEADER • BOGOTÁ

The neighborhood assessment belongs before the lease, not after the opening.

It started with the world's biggest coffee brand entering the country that grows the world's best coffee. Eleven stores in seven months taught me the method I still use: every store is its own market.

11

store openings in seven months,
including the first flagship

160%

of sales targets, department P&L
owned

32% → 38%

food and merchandise share of sales

CONTEXT

Starbucks entered Colombia in 2014 through Alsea, its Latin American operator. Every cup sold in the country would be 100% Colombian. The first store opened at Parque 93 in July 2014.

CHALLENGE

Open eleven stores in seven months in a market with a strong local coffee culture, a skeptical press and no brand history on the ground.



WHAT WE DID

Market entry, store by store.

Every location got its own trade-area and penetration strategy: consumer research, catchment analysis, competitive mapping and a launch plan tied to that store's budget. Openings ran on a countdown from week -24 to week +16.

Food, merchandise and the store.

The Food category end to end, from assortment to execution, and everything the customer saw: menus, merchandising, signage and opening events.

WHAT I LEARNED

The second store opened three weeks after Parque 93 in an office district and by week seven was running below budget: the building meant to feed it was a quarter occupied. The team recovered with a local marketing plan built in two weeks, thirty traffic generators visited, coffee cuppings outside the store, coupon codes tracked at the register.

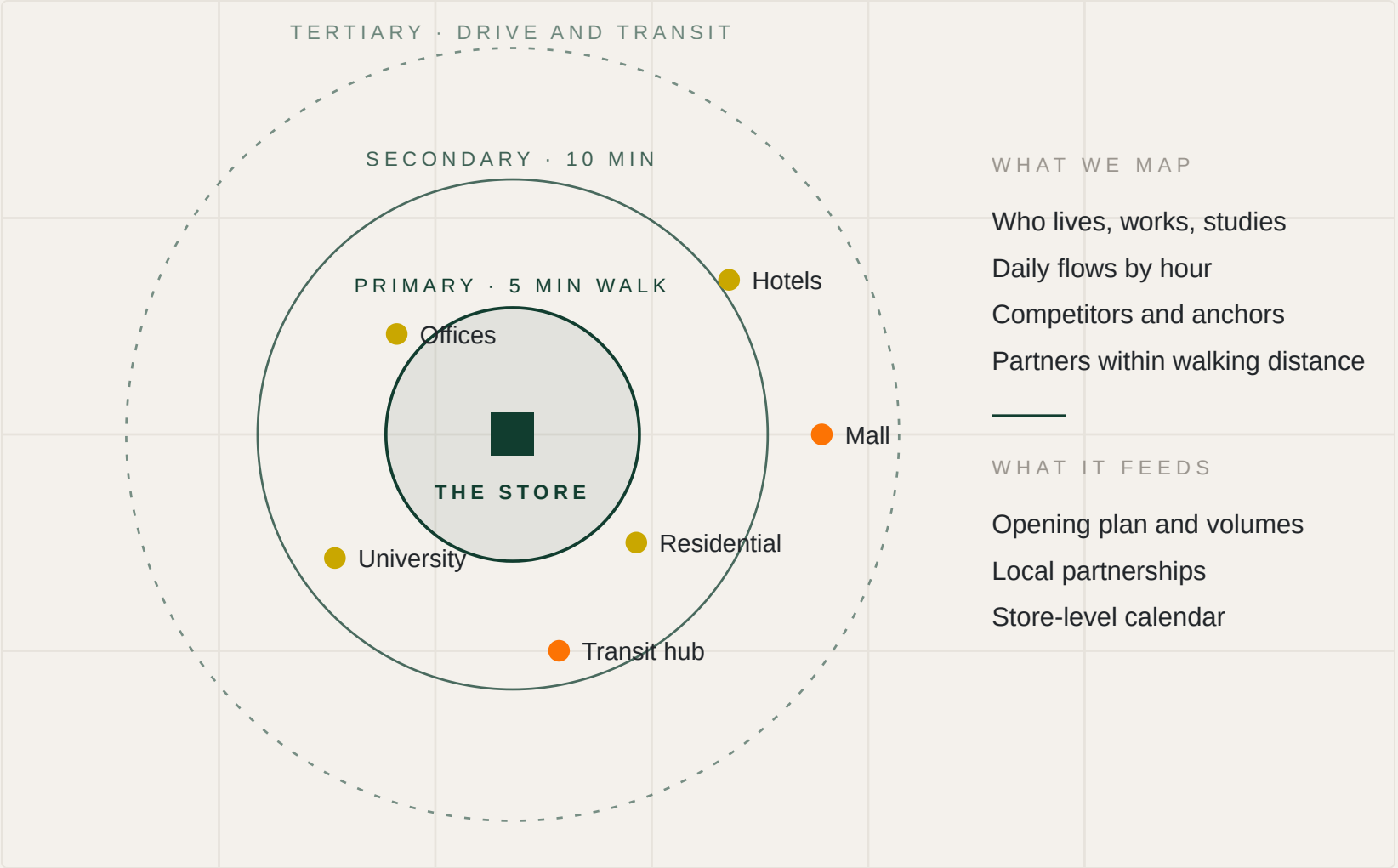
"Marketing needs a seat at site selection."

The opening campaign.

Three pieces localized and deployed across the launch: the New Store Core campaign, "Proudly 100% Colombian Coffee" and "A cup of coffee is a team work". Then the seasonal calendar: Spring 2014, the market's first Christmas, Cappuccino Love and Macchiato.

Press and digital.

Trained by Edelman as brand spokesperson; press relations with the agency and media generating \$200K in earned coverage. Digital and social strategy built from zero, reaching 32% engagement.



TRADE-AREA METHOD · EVERY STORE GOT ITS OWN CATCHMENT STRATEGY



OPENING CAMPAIGN · 2014

One market, twelve months of *campaigns*.

The opening was one campaign among many. In twelve months the market got a social launch built from zero, its first Christmas, two beverage platforms and a store-opening journey that every new store reused.



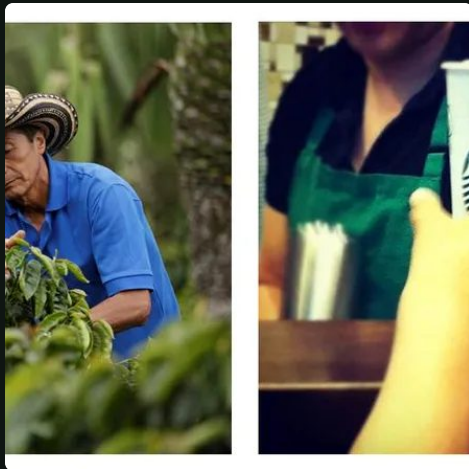
JUL 9
Coming soon



JUL 11
The menu



JUL 17
We are open



JUL 22
100% Colombian



JUL 24
Friends



JUL 29
Espresso



JUL 31
In the press

SOCIAL LAUNCH · JULY 2014 · BRAND CHANNELS BUILT FROM ZERO, 32% ENGAGEMENT



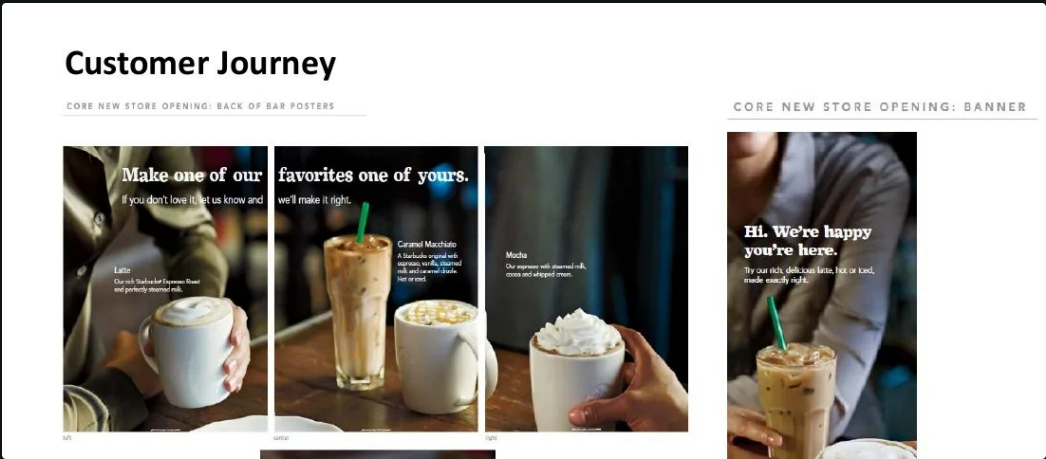
Christmas 2014, the market's first

The promotional planner for the first Christmas in Colombia: key dates, the Siren's Eye store standards and the marketing initiatives by week, from red cups to gift cards, for every store open by December.



Cappuccino Love and Macchiato

Two beverage platforms developed for 2015 and left launch-ready: execution workbook, store materials and the digital plan, so the team could run them after my handover.



The store-opening journey

The customer journey for every new store: back-of-bar posters, the welcome banner, lobby and window pieces, all localized from the global Market Opening Campaign and adapted to each location's budget.

Launch.

Dufry · El Dorado

MARKETING LEADER · BOGOTÁ

The airport is not a store. Awareness is given; capture rate and ticket have to be earned.

Three years later, the same method at a hundred times the scale: the first duty-free operation at Latin America's busiest airport, fifteen concepts and fifty thousand SKUs, opened store by store while the terminal was still under construction.

15

commercial concepts, 3.77M monthly passengers

+10%

sales, with repurchase rate +17%

51% → 47%

promotional pressure in liquor, at full price

CONTEXT

Dufry and DFASS opened the first duty-free operation at El Dorado in October 2017, with hundreds of prestige houses from LVMH brands and Chanel to Montblanc and Moët.

CHALLENGE

Build a marketing function from nothing, with global brand standards and a team new to travel retail. The role grew well beyond marketing.

WHAT WE DID

Commercial.

Negotiated prime retail space, taking brand occupancy to 100% and bringing in new international brands; supported global brand negotiations. Built the promotional space program, the promotional calendar and the markdown logic for fashion.

Brand and customer.

Visual merchandising, in-store communication and custom brand furniture across every concept. Thinking Colombia, the program for Colombian products. Red by Dufry, the loyalty program, launched in the market.

WHAT I LEARNED

In travel retail the sales associate is the only touchpoint the brand controls, which is why training came before anything else. Growth at full price came from brand-funded activations, gifts with purchase and better displays instead of discounts.

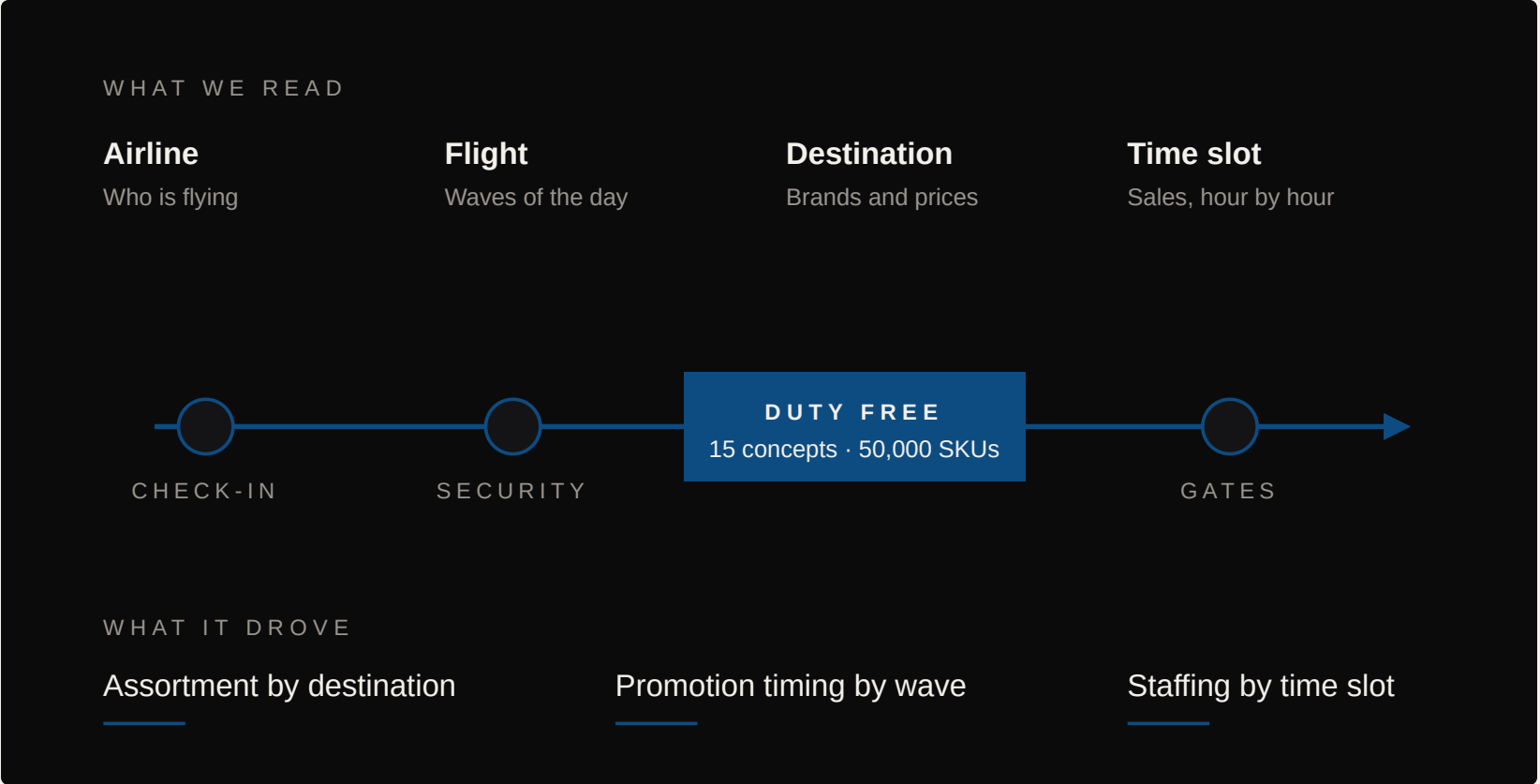
"When a role blurs, you can defend the job description or run toward the gap."

Floor and warehouse.

Hands-on operations during the launch: inventory control, replenishment and assortment across 50,000 SKUs and fifteen concepts.

The airport as a trade area.

There is no neighborhood to walk. The trade area is the flight schedule: sales analysis by airline, flight and destination drove assortment, promotion timing and staffing by time slot.



THE AIRPORT AS A TRADE AREA · AIRLINE, FLIGHT, DESTINATION AND TIME SLOT



Six months, four campaigns and a *loyalty* launch.

Fifteen concepts opened in December and the calendar never stopped: the opening offers, Dufry's first global promotion of the year localized for Bogotá, the launch of RED by Dufry, the loyalty program, and a signage system for Colombian products. Every implementation was photographed and reported monthly to Division 4 in Miami.



DEC 2017
Grand Opening Offers

Lightboxes, islands and end caps across Main Shop, North Mall and Hudson



MAR 2018
Make it Yours

Dufry's Global Promotion 1, localized: totems, islands and the tasting bar



APR 2018
RED by Dufry

Loyalty program launch: capture points, lightboxes and five registration pieces with QR



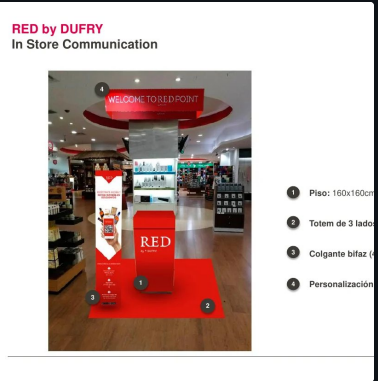
APR 2018
Made in Colombia

Label and signage system for local coffee, food, liquor and jewelry



BOGOTÁ - COLOMBIA – Main Shop store

The vendor guidelines for El Dorado: every promotional space in Main Shop and North Mall mapped and specified, from high-profile podiums and tasting bars to lightboxes, video walls and hostess coverage. The document a brand reads before it buys visibility in the store.



RED by DUFRY
In Store Communication

The loyalty program's launch in Bogotá: capture points in Main Shop, Luxury and North Mall, lightboxes, column wraps, the point-of-sale front and the registration pieces, all specified to the millimeter for the printer.



Made in Colombia

A label and signage system with the flag and the price, so the traveler finds the Colombian assortment at a glance: coffee, confectionery, liquor and jewelry. The seed of the local-products platform planned for the year.

Build.

Dimonde

FOUNDER AND CEO · BOGOTÁ AND MIAMI

A market entry can be perfect on paper and still meet a pandemic three weeks after delivery.

Then I built my own: a specialty coffee brand born in Colombia, from zero, twelve city editions painted by nine artists, sold through Dufry in eight countries and taken to a Series A term sheet.

8

countries and 13 cities through Dufry

\$1M

annual supply agreement, projected

\$5M

Series A, taken through term sheet

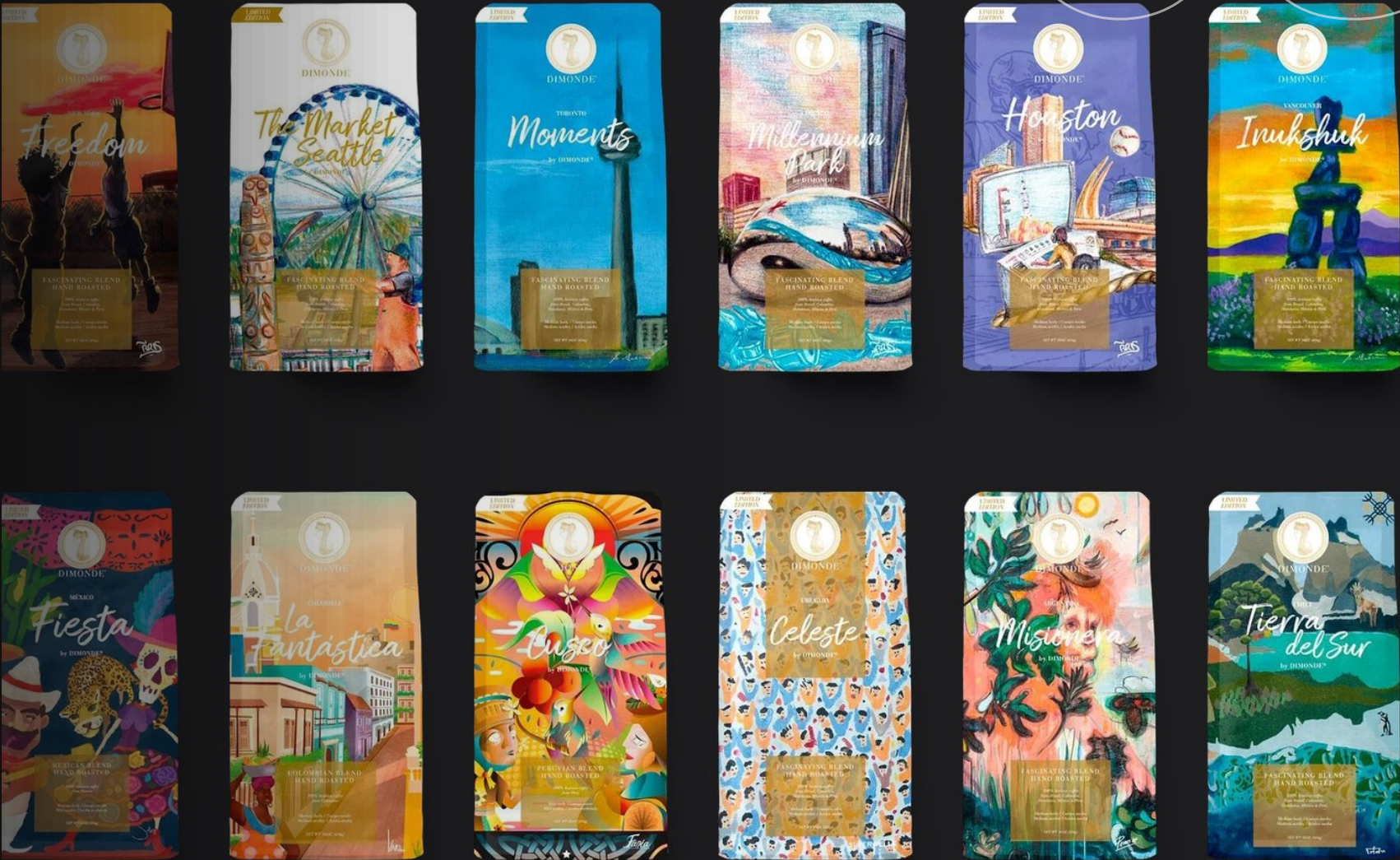
CONTEXT

A premium specialty coffee with Colombian roots, designed for travel retail: a gift a traveler could bring home from the city they were leaving. Roasted in the U.S.

CHALLENGE

Get a brand with no sales history into the world's largest travel retailer.

03



Every edition carries a commissioned painting of its *destination.*



Freedom • New York
SANTIAGO BRICEÑO · 2019



The Market • Seattle
ALEJANDRO USCÁTEGUI · 2019



Moments • Toronto
DANIEL GALICIA · 2019



Millennium Park • Chicago
SANTIAGO BRICEÑO · 2019



Houston • Houston
SANTIAGO BRICEÑO · 2019



Inukshuk • Vancouver
DANIEL GALICIA · 2019



Fiesta • Mexico City
JULY FERNÁNDEZ · 2019



La Fantástica • Bogotá
DANIEL VARGAS · 2019



Cusco • Lima
FANIA FERNÁNDEZ · 2019



Celeste • Punta del Este
DANIEL SUPERVIELLE · 2019



Misionera • Buenos Aires
LUCAS PERTILE · 2019



Tierra del Sur • Santiago
RAM CHANTY · 2019

Naming, identity, packaging system and a collection of twelve city editions, each an original painting commissioned from a regional artist, printed on the bag and credited on the back. Dimonde, the everyday 100% Colombian coffee, and Very Dimonde, a darker espresso blend of Brazil, Colombia and Mexico, sold everywhere; each city edition 100% local in producing countries, the Fantastic Blend elsewhere. Roasted in Florida. A 10-year business model, a U.S. franchise expansion plan and the operating model for the first two retail locations.

A coffee brand designed to open its *doors*.

A Barista at Home strategy with kits and subscriptions at its center, four store concepts for four kinds of neighborhood, a product ecosystem that lives at home, and a four-phase roadmap from Florida and California to the region. The plan I built and pitched to investors and retail partners.

THE CORE STRATEGY • BARISTA AT HOME

Teach the cup, then deliver *everything* for it.

A Become a Barista program with courses and guidance, kits designed around it for drinking at home or for gifting, and subscription plans the customer customizes in the app: coffee, syrups and creamers on their own schedule, saved blends delivered at home, unsubscribe at any time.

Basic Kit

Dimonde 8 oz and 16 oz with mixed syrups.

Expert Barista

Both 16 oz, a limited edition bag, five syrups, three creamers.

Blender Barista

Dimonde and Very Dimonde 16 oz, five mixed syrups.

Create your own

Chosen by the customer, for home or as a gift.

To Inspire

BUSINESS DISTRICTS •
BRICKELL, UNION SQUARE

A coworking-inspired coffee house with community tables, meeting corners and blends prepared on demand.

To Share & Experience

NEIGHBORHOODS

A gallery-inspired space: tastings, create-your-own-blend sessions, and an app that saves your blend and turns it into a subscription.

To Go

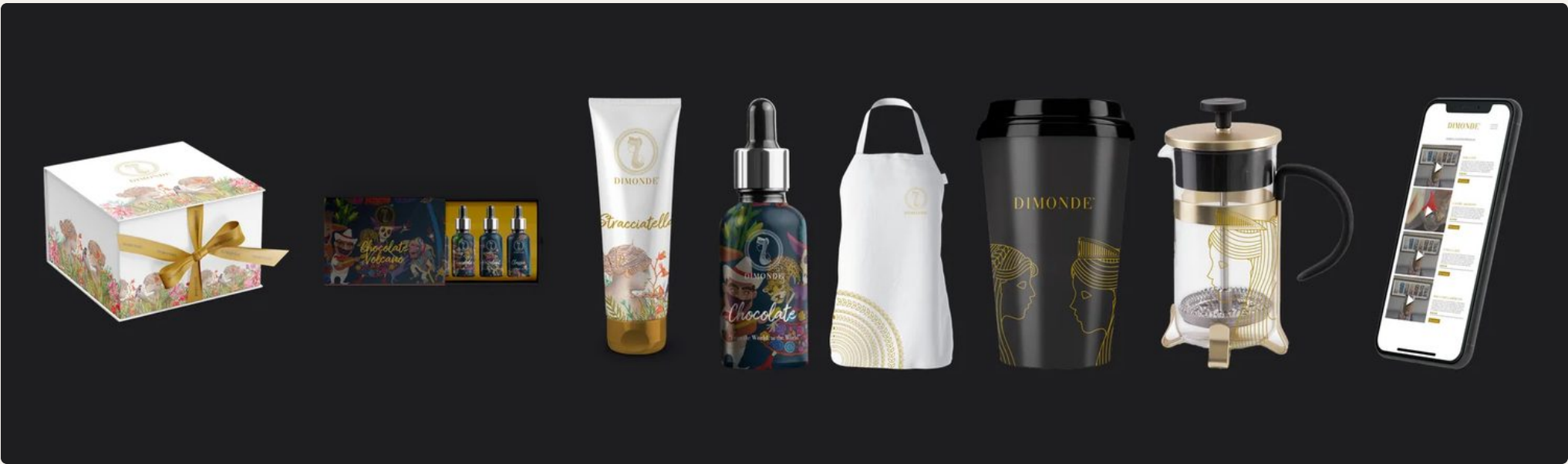
MALLS AND HIGH-TRAFFIC
CORRIDORS

Order and customize through the app, pick up at the counter or the drive-thru, with the twelve city editions on the shelf.

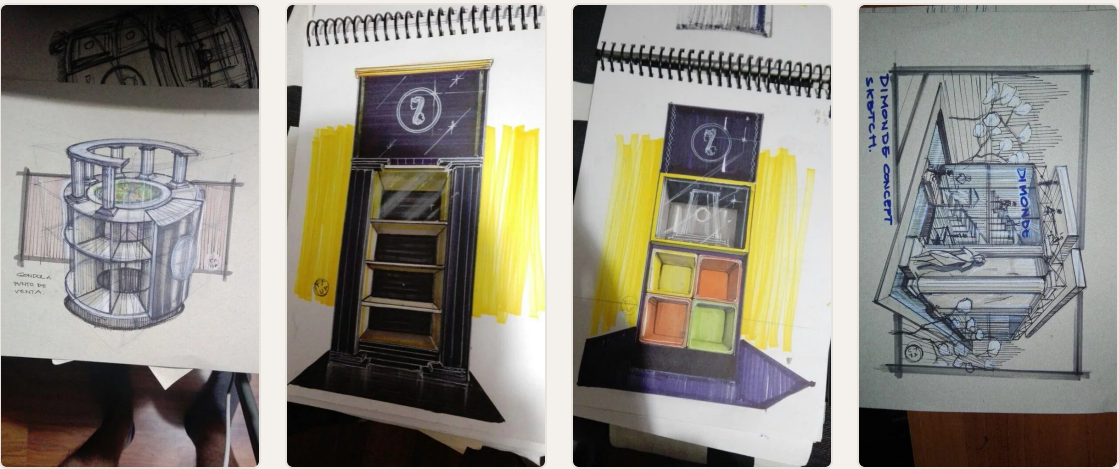
At Home

RESIDENTIAL BUILDINGS,
70+ UNITS

A serviced coffee corner inside the building: Dimonde furniture, manual brewing methods, fresh coffee restocked twice a week.



THE ECOSYSTEM • GIFT BOX, SYRUP AND CREAM KITS, BREWING GEAR, APRON AND THE APP



BOUTIQUE CONCEPT • HAND SKETCHES FOR THE FIRST STORE

2024

Phase 1 • Florida and California

B2B with mid and luxury retailers, hotels, museums and luxury car dealers. B2C online and the first boutiques.

2025

Phase 2 • New cities

Chicago and Boston. Gamification and barista programs. Boutiques financed through investment rounds.

2026

Phase 3 • International

Latin America, the Caribbean and Canada. Asia through partners.

2027

Phase 4 • Maturity

Consolidation of the network and the exit window, planned for years seven to ten.

Also in the plan: a franchise program of semi-owners, gallery corners and designer collaborations through the Art Support Program, and customers investing from \$100 through the app.

WINNING DUFRY

Eighteen months from first proposal to purchase **order**.

What we did.

Furniture, planogram and pricing tiers designed for their stores. Registered as a Dufry global supplier. An annual supply agreement of equal monthly orders, projected at \$1M a year, with Brazil, 49% of Dufry's Latin American sales, next in line.

Capital and the pivot.

Founding investors in 2019, a seed round in 2021 to fund the U.S. pivot, and a \$5M Series A with international investors and family offices in 2022 to 2023, taken through term sheet. With travel retail closed, the brand moved to U.S. B2B: department stores, specialty grocery and boutiques, operated from Florida.

"I would build it again, and faster."

The result.

Distribution across 13 cities and 8 countries: Bogotá, Lima, Santiago, Buenos Aires, Punta del Este, Mexico City, Cancún, Houston, New York, Chicago, Seattle, Toronto and Vancouver. First order delivered to Dufry's Miami warehouse in February 2020, three weeks before the pandemic closed the world's airports. The product sold through in Dufry stores for a full year.

What I learned.

Building a brand from zero means owning every decision, from the artist on the bag to the term sheet. Every supplier, investor and artist deserves the same care at the end of a chapter as at the beginning. I closed that chapter in 2024 to build the next one in Los Angeles.



IN STORE AT DUFRY CANCÚN • 2020

Advise.

Calibro Studio

NOVA RETAIL LAB · CALIBRO STUDIO · ADVISORY

A decade of brand, growth and go-to-market work for owner-led companies.

In parallel and since: brands in fashion, jewelry, food and hospitality, and since 2024 the AI systems that run the plan, so a small team can operate like a big one.

15

accounts run by one person, Satoria

+50%

sales, Minibhú

+20%

sales, Blum Art



A decade of *advisory*, brand by brand.

First as Nova Retail Lab, then as Calibro Studio: brand, growth and go-to-market for fashion, jewelry, food and hospitality brands, and since 2024 the AI systems that run the plan. Sales growth of up to 30% across client brands.

+50%

sales, Minibhú

+20%

sales, Blum Art

15

accounts run by one person, Satoria

8 to 12

hours a week saved, Satoria

Satoria Studio

GROWTH AND AI TRANSFORMATION · 2024 TO TODAY · P. 15

One person runs 15 accounts with AI support, saving 8 to 12 hours a week.

Minibhú

CHILDREN'S FASHION · 2015 TO 2017, 2024 TO 2025

The launch platform and the brand line still in use ten years later. Sales +50%, units +61%.

Goyurt

FROZEN YOGURT · 2016 TO 2017 · P. 16

A seasonal campaign system and a store-level defense against a global entrant.

Blum Art

HANDMADE JEWELRY · 2022 TO 2023 · P. 16

Repositioning, identity and a 12-month strategy. Sales +20%.

A venture-backed sustainable food brand

RETAIL GO-TO-MARKET

Channel priorities and a launch calendar built with the Solar System Method.

MINIBHÚ · THE CLIENT WHO CAME BACK

Launch consultant for the first store in 2015: the campaign platform built around one word, Spring Love, Summer Love, Back to Love and Christmas Love, one calendar and one budget per season, and a monthly KPI routine that read every day of the week as situation, hypothesis and action. Growth advisor again in 2024 and 2025, including go-to-market for Medellín and Cali.

"Soñando y creciendo juntos, desde el 2014."

THE BRAND LINE WRITTEN IN 2015, STILL IN USE TODAY

+50%	+61%	+15%	+10%
sales	units	sessions	conversion



MINIBHÚ · FLAGSHIP STORE, BOGOTÁ

The *operating* platform for a 24-brand communication studio.

The AI part was the easy part. Mapping how the studio actually worked, decision by decision, was the work.



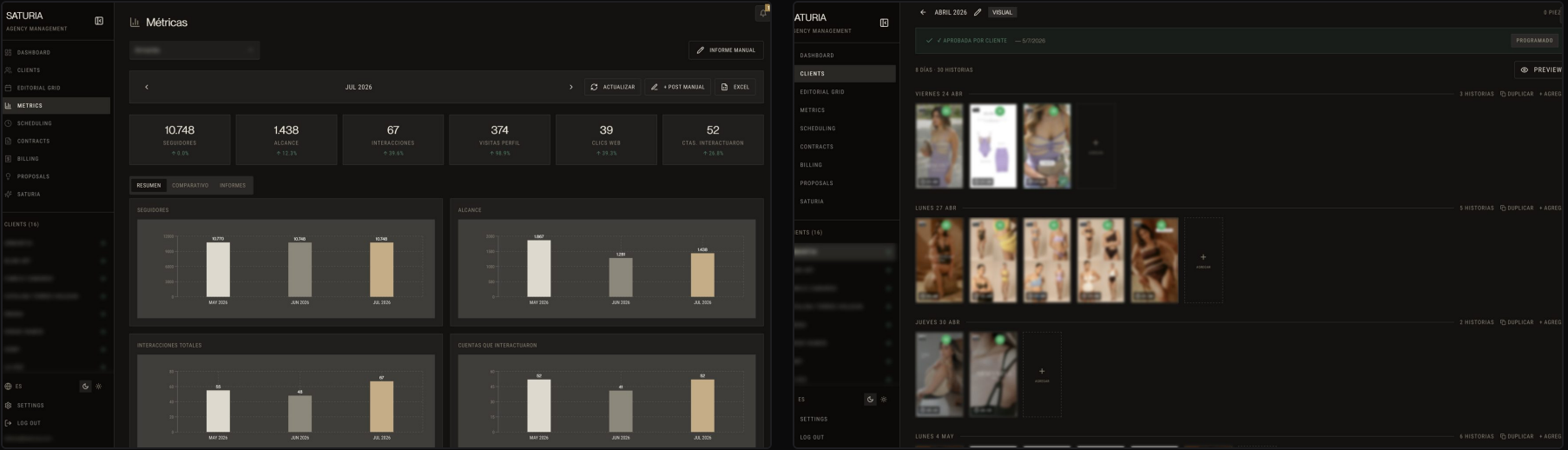
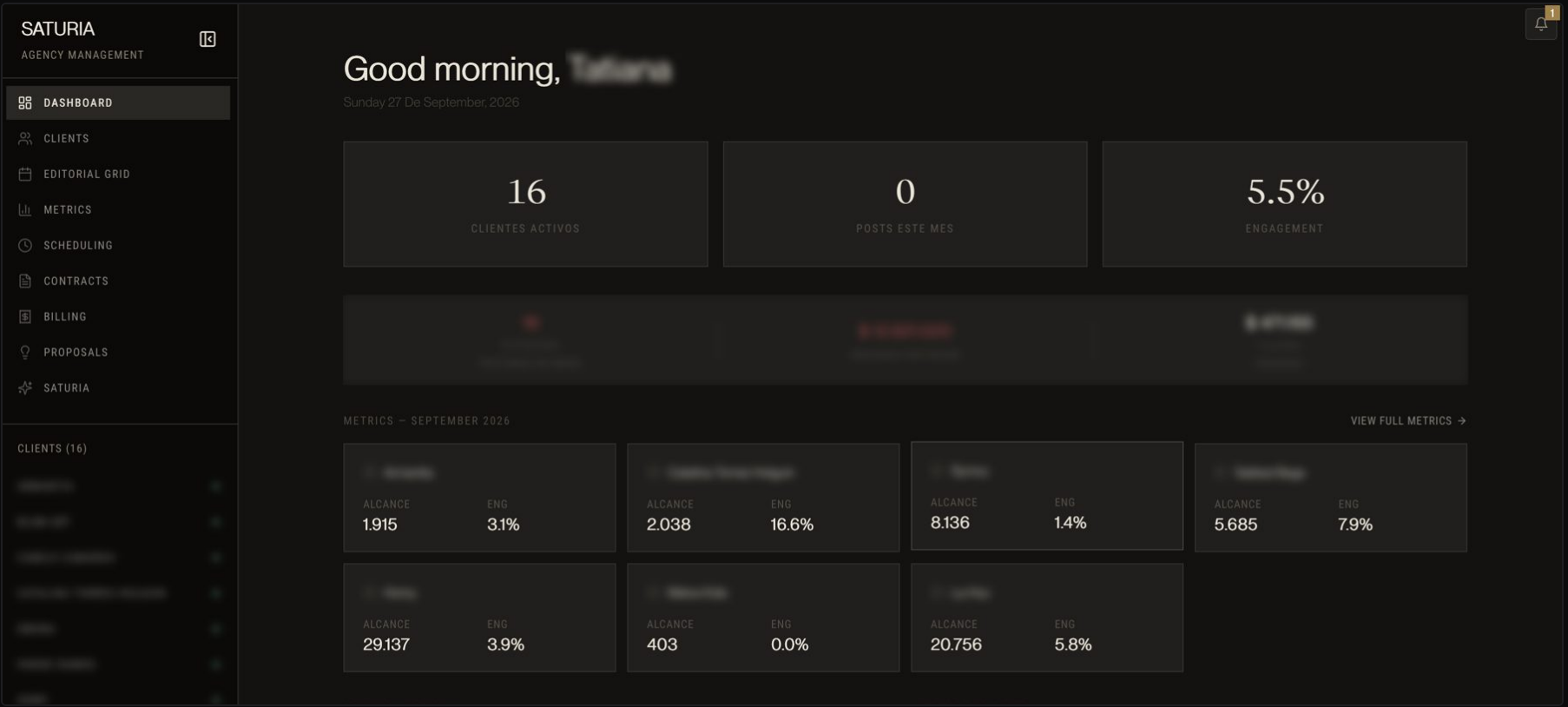
Saturia is a boutique digital communication studio serving 24+ brands, run by a small team losing more than twenty hours a week to operations. A client-facing operations platform designed and deployed end to end: client portals, contracts, automated billing, a content calendar with approvals, Instagram publishing through the Meta API and metrics. Built on Supabase, Make, Claude and Gemini models. Today one person runs the studio's 15 accounts with AI support, saving 8 to 12 hours of work a week.

The diagnosis.

Before any tool, mapping every decision, every handoff, every place where a client waited. That map became the product specification.

The agents.

Six sub-agents, each with one job, with a human approving the output before it ships. The AI was the last layer, not the first.



A calendar built to *defend* the store.

Three seasons planned and produced end to end. Christmas 2016: the 2x1 campaign "Uno para ti y uno para quien tú más quieras", with a full point-of-sale kit produced per store. Spring 2017: "Toppings premium". Summer 2017: "Pequeños placeres, grandes sabores", timed against the arrival of a global frozen-yogurt chain, with breakfasts, a happy hour, a 6+1 loyalty card, a community board, a social contest and weekly sales reporting from every point of sale.

"Dale el GO a los placeres de la vida."

THE BRAND LINE WRITTEN FOR THE CHAIN, ROLLED INTO EVERY STORE



CHRISTMAS 2016 · POINT-OF-SALE KIT, ONE SET PER STORE · GOYURT STORE, 2017

A VENTURE-BACKED SUSTAINABLE FOOD BRAND · RETAIL GO-TO-MARKET

Channel priorities, the launch calendar and the KPI per tactic, all on one map built with the Solar System Method, so the founders and the sales team could read the year in ten seconds.

Designed to be *light*.

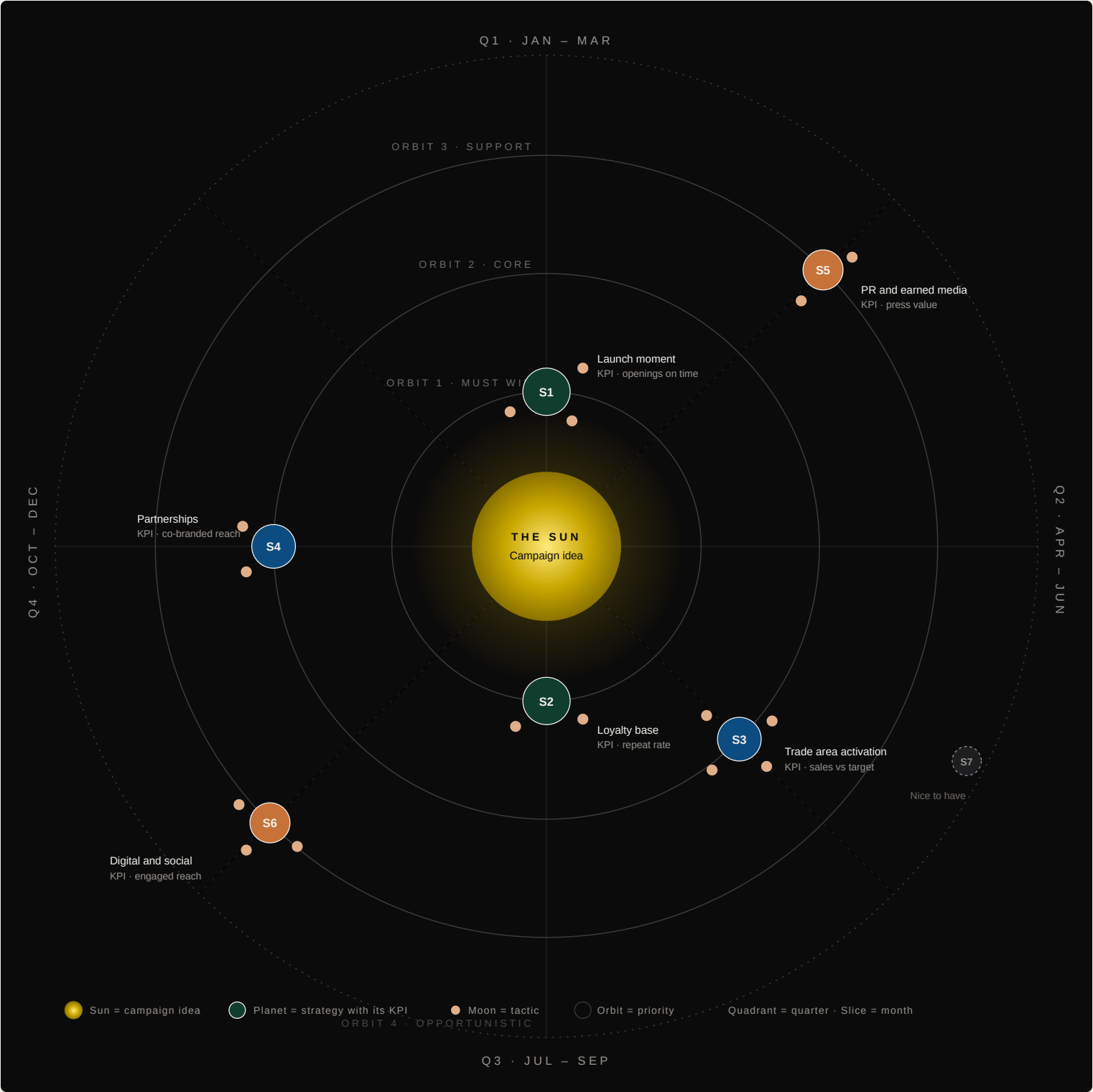
A 12-month marketing strategy built from the ground up: sector and market-share research, competitor mapping, a study with one hundred women on why they buy and why they hesitate, and a financial read of where the brand was losing money. From that, the brand DNA: a mission inspired by Colombian history, culture and biodiversity, two brand lines, "Designed to be light" for the house and "History in a piece of art" for the pre-Columbian line, the talking points for the sales team, a collection architecture in four lines, and the new wordmark. Sales +20%.



BLUM ART · FINAL WORDMARK



BLUM ART · CAMPAIGN PHOTOGRAPHY

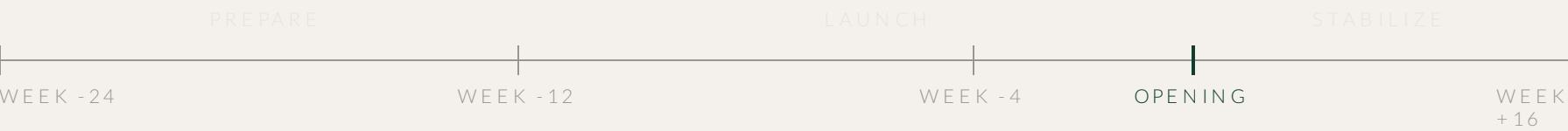


One image. Priority, timing, hierarchy and *metrics*.

Every campaign is a sun. Around it, orbits: the closer, the more urgent. Four quadrants, one per quarter, sliced by month, so where a planet sits says when it runs. Each planet is a strategy with its KPIs; its moons are the tactics that depend on it. A breakdown board turns every element into owners, deadlines and numbers. First version built in 2015, used with every client since; it reads in ten seconds.

THE STORE OPENING PLAYBOOK

From eleven openings, one airport and two own stores: seven store types, three phases from week -24 to week +16, four strategies, a library of tactics with a KPI attached to each, a RACI, decision gates, and a calculator that turns a proforma into a marketing budget.



THE BREAKDOWN BOARD

Every sun, planet and moon on the map becomes a row: owner, start and end date, budget, KPI and target. The map is what the room reads; the board is what the team runs. Both are built on the same numbers, so a change in one is a change in the other.

The full résumé.

Twelve years across market entry, brand, retail operations and AI systems, in two pages.

LinkedIn profile →

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LOS ANGELES, CALIFORNIA
AUTHORIZED TO WORK IN THE
U.S.
L-2S · NO SPONSORSHIP
REQUIRED

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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 fundraise 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 - DFASS 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.

IN SHORT

Marketing by training, operator by choice. Three market entries, the AI systems that run the plan, and a decade of advisory. Based in Los Angeles, authorized to work in the U.S. (L-2S, no sponsorship required).

Open to Marketing, Brand, Expansion, Market and Experience Lead roles with premium consumer, retail, hospitality, F&B and tech brands.

WHAT YOU GET IN THE FIRST 90 DAYS

A trade-area read of every location on the plan, a campaign calendar the whole team can read in ten seconds, and the operating rhythm to run it without adding headcount.

LET'S TALK

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