

ALBERT ASENSIO PUGET

Personal information

Date and place of birth: 24-10-1988, Barcelona
Nationality: Spanish



Education

2006 - 2012: **ESADE Business School** – Degree and Master of Business Administration
2011 **Rotterdam School of Management – Erasmus University**
Master exchange programme – Marketing Management
2004 – 2006: **Institución Pere Vergés** – High school

Work experience

01/06/2018 – Currently **PepsiCo** (Barcelona) – Trade & Shopper Marketing – **Snacks Retail Manager**
Integrate consumer, shopper and retailer insights to engage the shopper at the point of purchase decision and win their purchase and loyalty.
Ensure the optimal execution of the commercial calendar based on the consumer agenda and channel priorities.
Lead specific client executional projects to build sustainable category value for our retail partners.
Define and develop all the necessary actions that maximize visibility of food projects and promotional actions at the point of sale as well as communicate them in the most efficient way to the different sales teams.
Define the execution guidelines for in-store activities enabling improvement of specific KPI's (SOM, MC, NR) and executional excellence.

01/12/2014 – 31/05/2018 **PepsiCo** (Barcelona) – Sales Intelligence & Transformational Projects – **Transformational Projects Lead**
Lead together with the concerned Business function the design, development, training and implementation of necessary project tasks.
Lead the analytical requirements of any project, necessary to ensure expected results are achieved.
Definition and monitoring of specific kpi's
Deep understanding of results (top line) relying on ad-hoc analysis and the proposal of corrective actions
Coordination of new reporting if necessary
Manage & oversee any IT requirements. Ensure correct design & implementation
Act as point of contact among different departments within the company and relevant third parties

Identify any risks and escalate them to managers in order to ensure specific decisions to overcome these risks are implemented

01/05/2014 – 01/12/2014 **PepsiCo** (Barcelona) – Trade Marketing - **Salty Snacks Junior Executive**
Implement the snacks commercial annual plan
Development and design of POP and POS materials
Analysis and reporting of Potato Chip in DTS Channel
Management of Small Bag and Super Price snacks categories
Control and supervision of Trade Marketing DTS budget

01/06/2013 – 31/04/2014 **PepsiCo** (Barcelona) – Trade Marketing – **Projects and capabilities Assistant**
Development and planning of future sales projects
Market Research Projects
Execution and follow-up of sales force programs
Execution and follow-up of customer programs
Deliver and secure sales force trainings and capability programs

Internships

17/10/2012 – 31/05/2013 **PepsiCo** (Barcelona) – Marketing department
Data analysis and sales reporting
Monitoring of promotional actions
Analysis of market trends
Support the development of innovation projects

06/02/2012 – 10/08/2012 **Areas** (Barcelona) – Food and beverage sector – Trade marketing department
Data analysis and sales reporting
Execution of new promotions/campaigns in POS
Development and follow-up of a loyalty program

01/05/2011 – 31/07/2011 **BaxiRoca** (Hospitalet del Llobregat) –Marketing department–
Creation and development of a loyalty program

Languages

Spanish and Catalan	Native
English	Fluent
French	Basic

Computer skills

Advanced User of Microsoft Office and Nielsen NITRO
Basic User of SPSS, WINQSB and Derive

Additional information

Specially interested in commercial areas where I have obtained distinction in Commercial Management (Policies and strategies of marketing)
Football player federated for the FCF (2000-2015). Team captain
Triathlete federated for the FCT (2017 - 2019)