



DAVID BITRÁN

Strategic C-Suite and Senior Leadership Partner

- Markets expansion, profitable transformation, category disruption and risk mitigation
- Aligning governance with marketing and commercial strategies to drive corporate health
- Delivering stakeholders' and shareholders' value in highly regulated industry environments

David Bitrán, is a highly accomplished executive with over 20 years of experience in global brand building, strategic advisory, and business transformation, specializing in driving profitable growth for Fortune-200 to family-owned organizations across diverse international markets.

As a hands-on C-Suite Independent Strategic Advisor at Bitran Advisory, he advised family owned Mezcales Casa Armando on enterprise re-organization, strategic planning and global expansion across Mexico, USA, and Europe as well as company and reputational risk in a highly regulated industry. His expertise in corporate governance, brand re-positioning, pricing, and route-to-market doubled gross margins in two years, aligning with corporate goals.

David's leadership was pivotal in delivering Marie Brizard Wine & Spirits' first U.S. profit in nearly a decade, rebuilding marketing, and delivering over 800,000 annual profitable 9 Lcs of Sobieski Vodka.

Prior to that, as USA Marketing Capability Vice President at Brand Learning (now Accenture), he advised on company capabilities strategies and developed global tailored "Brand Management Way" and "Capabilities Improvement" programs for Pfizer, Colgate, and Merck.

At William Grant & Sons, he delivered double-digit NSV growth for Glenfiddich & Grant's in the U.S. He also established strong brand-building principles and marketing team foundations in key Latin American markets as Head of Marketing Latin America, based in Colombia and Brazil.

Other highlights include Cadbury Schweppes Americas Beverages (now Keurig Dr Pepper), Macallan and ABSOLUT vodka in Canada (the brand's second biggest market worldwide), and Unilever Chile.

David holds an MBA from Schulich School of Business, York University; from Universidad de Chile, he earned a Bachelor of Business Administration and a Commercial Engineering Degree (Honors).

He is Fluent in English and Spanish, and legally authorized to work in the European Union, Canada, Chile, and the United States.