WEBINARS

SOUTH AMERICA: PROMOTIONAL TRADE ACTIVITIES AND MORE

Wednesday, Aug 7, 2024 | 9:00 AM - 10:00 AM
Registration: Wednesday, Jul 24 - Tuesday, Aug 6, 2024
Remote | N/A

https://www.wusata.org/e/OBZY1TW

EVENT DETAILS

Agenda:

- Promo and Trade Activities
- Distributors Programs and Incentives
- Consumer In-Store Promos
- Retail Marketing
- Social Media
- Printed and Digital Media
- Key Metrics

Marco Albarrán Arozarena of IMALINX:

Business Management Bachelor's Degree with specialization in finance, supply chain and international business and a Diploma in Business Process Design for Strategic Management from MIT. He also was professor of International Logistics and Demand Planning for Supply Chain Graduate Programs in Mexico and the U.S.

Marco worked in supply chain and strategic planning in Multinational Corporations for ten years before joining the company and currently develops strategies for produce and Food & Beverage added value products in Latin America, assisting foreign companies to access and consolidate in these markets. He has been working for WUSATA since 2005 in Mexico and Latin America.