

Country Commercial Brand Director

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Company: Aspire Recruitment Solutions

Location: Mexico

Category: other-general

Job Description

The Country Commercial Brand Director is responsible for leading the development and execution of commercial branding strategies to drive sales, revenue growth, and market share within the country. They will develop comprehensive brand strategies aligned with business objectives, define unique value propositions, oversee product launches and promotional activities, conduct market research, and ensure brand compliance. The role involves collaborating with sales and distribution teams, tracking key performance indicators, managing budgets, and providing leadership to a team of marketing professionals.

Requirements

Bachelor's degree in marketing, business administration, or a related field. Master's degree or MBA preferred. Proven experience in brand management, marketing, or commercial leadership roles within the retail or wholesale industry. Strong understanding of branding principles, consumer behavior, and retail dynamics. Demonstrated track record of developing and executing successful brand strategies. Excellent leadership and interpersonal skills. Strategic thinker with the ability to translate business goals into actionable branding initiatives. Analytical mindset with proficiency in data analysis. Ability to thrive in a fast-paced and dynamic environment, with a high level of resilience and adaptability.

Requirements

Minimum of 2 years of sales experience Bachelor's degree in a related field (preferred)

Strong communication and interpersonal skills

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