



# JEAN BALZÁN

Marketing Direction | Brand Strategy | Business Design | Data Driven | Project Management

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## PROFILE

High-impact strategist with +14 years of experience in brand positioning, digital ecosystems, and integrated marketing campaigns across LATAM, USA & Europe. Skilled in **leading cross-functional teams, transforming processes, and delivering measurable business growth for global companies** including Scotiabank, Procter & Gamble, and The Coca-Cola Company.

I'm passionate about **solving challenges by connecting diverse perspectives through strategic and creative solutions**, while fostering collaboration within interdisciplinary teams. Curious by nature, I continuously seek opportunities to innovate, learn, and deliver impactful results.

## ACHIEVEMENTS



### Go-to-Market & Marketing Transformation

Redesigned the marketing operating model for a **64-person team and 7 agencies**, enabling structured execution, improving prioritization, and supporting a shift from reactive to strategic delivery (~**35% demand reduction target**).



### Performance Optimization & Capacity Management

Built & implemented **performance tracking and capacity planning systems, reducing workload by 40%** and enabling data-driven prioritization and execution across 24+ team members.



### Product & Brand Growth Strategy

Led product positioning and **360° go-to-market strategies to reposition brands**, increase relevance among target segments, and drive engagement across multi-channel ecosystems.

## EXPERIENCE

### BANCO DE BOGOTÁ

Madrid, España

#### Marketing Process & Operating Design Consultant

08/2025 - 03/2026

Redesign of marketing governance, workflows, and capacity management to enable scalable and strategic operations

- Led an audit of a 64-person Marketing organization and its 7 agency partners, identifying structural inefficiencies across governance & workflows.
- Designed and implemented a target operating model, redefining campaign typologies, ways of working, SLAs, and end-to-end delivery processes.
- Built a centralized intake and prioritization system, including the design of a Strategic Planning Committee to improve planning quality.
- Standardized campaign tracking through a unique ID taxonomy and lifecycle management system, piloted across 258 campaigns.
- Developed an end-to-end Marketing Dashboard enabling full visibility of projects, priorities, ownership, and operational status.
- Introduced capacity planning and workload tracking across teams and agencies, enabling data-driven allocation and reducing operational saturation.
- Enabled new operating rhythms (e.g., Weekly Marketing Status) and laid the foundation to reduce inbound demand by ~35% and shift the team from reactive execution to strategic planning.

### DAVIBANK

Bogotá, Colombia

#### Rebranding & Integration Manager

07/2025 - 08/2025

Scotia's Confidential Program: Led & ensure Legal Day 1 integration across all customer-facing and operational assets

- Led the end-to-end brand transition program for the bank's rebranding to DAVIbank Colombia, under strict NDA and regulatory timelines (LD1).
- Owned cross-functional program governance, coordinating Digital, Physical, and Operational rebranding workstreams as the central orchestration layer.
- Defined and executed a phased delivery roadmap aligned with regulatory milestones, prioritizing LD1 readiness and subsequent LD1+30 / +60 / +90 / +180 waves.
- Reported weekly progress, risks, and mitigation plans to Davivienda Group, enabling timely executive decisions and safeguarding delivery.
- Managed a lean core team of three workstream leads, driving prioritization, decision-making, and dependency resolution across the program.
- Built and maintained the program's single source of truth through a rebrand inventory tracker covering all brand, legal, design, and documentation assets.
- Aligned key stakeholders across Product, Technology, Segments, Real Estate, Legal, and other areas to capture requirements and sequence delivery.
- Oversaw execution across digital properties, physical branches and collateral, and operational documentation to ensure brand consistency across all customer and internal touchpoints.

### SCOTIABANK

Bogotá, Colombia

#### Brand Strategy Director

03/2024 - 07/2025

Developed and implemented the bank's overall brand positioning strategy

- **Created and executed a 1- to 5-year brand plan**, forecasting growth and positioning strategies for the future.
- **Defining attributes and key territories** across all segments (from CFC to SWM, including Corporate), in close collaboration with cross-functional Marketing teams and key stakeholders.
- Integrated strategic planning for Commercial Accelerators, BAU Paid Media, and Always On campaigns, ensuring consistency and alignment with overall objectives.
- Contributed to the creation of the annual Media Planning, aligning the communication roadmap with established Media Principles.
- Spearheaded the brand positioning strategy for CFC, ensuring alignment with the bank's long-term vision and goals.
- **Designed and executed a comprehensive social media strategy**, establishing communication guidelines based on data-driven insights and trends.
- Led the WOW processes within the team, optimizing available resources to enhance output quality and efficiency.
- Identified and delivered **innovative and sustainable strategic solutions**, focusing on comprehensive communication and long-term impact.
- Managed team workload and performance using prioritization dashboards to ensure optimal resource allocation and timely delivery.
- Led the development and delivery of confidential business reports, safeguarding sensitive information, including customer data and proprietary systems.

#### Lead Marketing Strategist

03/2021 - 03/2024

- Led team work processes, optimizing resources to enhance product quality and efficiency.
- Developed **cross-channel communication strategies based on data**, ensuring proper utilization of the OESP.
- Identified culturally relevant opportunities (both on and offline) to integrate into the bank's value proposition.
- Streamlined Marketing team workflow, prioritizing tasks to improve overall efficiency.
- Fostered collaboration with stakeholders to innovate and challenge the status quo, creating integrated communication solutions.
- Designed **innovative and sustainable strategic communication models**, aligned with business objectives.
- Analyzed the competitive landscape to develop differentiated communication strategies, positioning the bank as a digital adoption leader.
- **Managed and led creative, digital, and media agency** collaborations (Team RED) through weekly requests.



## EXPERIENCE

### MEDIACOM

Bogotá, Colombia

#### Regional Digital Director

11/2020 - 03/2021

Leading the team for the operation of P&G LADMAR (CAM, Caribe, EC, UY, PY, BO)

- Led the account management team in crafting cross-media digital strategies, addressing business challenges through precise digital ecosystems and tailored KPIs.
- Delivered innovative solutions to support P&G's regional needs and objectives.
- Provided direct support to the P&G Regional team, offering insights on digital media buying, growth opportunities, target analysis, and business performance.
- Developed comprehensive digital strategies (SMM, SEM, iVideo, Programmatic) to align with client business goals, managing budgets exceeding \$9MM.
- Managed daily client interactions, fostering a trusted relationship while guiding digital media buying strategies.
- Directed strategy execution, optimizing efficiency and ensuring KPIs were met, while coordinating cross-functional teams.
- Designed business reviews to assess brand digital performance, uncover insights, and enhance tactical execution.

### amp&go

New York, USA

#### LatAm New Business Consultant

04/2020 - 11/2020

Data-driven influencer marketing campaigns

- Led new business development efforts across Latin America, identifying and securing high-value opportunities to expand the agency's client portfolio.
- Designed tailored influencer marketing strategies to meet regional client needs, aligning campaigns with business objectives and target demographics.
- Built strong relationships with potential clients, understanding their brand vision and delivering innovative influencer-led solutions that drive engagement and business growth.
- Conducted market analysis to identify trends, opportunities, and competitive landscapes, positioning amp&go as a leader in the influencer marketing space.

### FINDASENSE

Bogotá, Colombia

#### Regional CX Engagement Lead

02/2020 - 04/2020

Focused on three key areas:

- **Enhanced Customer Care Capabilities:** Collaborated with the global support team (Sprinklr) and internal stakeholders to automate FAQs, streamline case assignments, and prioritize high-impact inbound mentions, improving team efficiency.
- **Optimized Influencer Marketing Campaigns:** Developed a more strategic approach to influencer campaigns, implementing a structured funnel, stage-based activation, KPI tracking, and cost-reduction strategies to increase ROI.
- **Strengthened CRM Strategy:** Worked with the global support team to integrate Salesforce with Sprinklr, consolidating customer data into one platform, reducing SLAs, and enhancing reporting across all LCBU regions.

#### Regional CX Strategy Architect

08/2018 - 02/2020

Expanded my impact beyond product-focused needs to serve Key Accounts and the Public Affairs department

- **Strengthening PAC services** by leveraging resources to maximize results for clients in Latin Center.
- Leading regional campaigns such as World Without Waste (WWW), Emprendamos Junt@s, and Agua Por El Futuro.
- **Spearheading the Corporate Reputation campaign for Latin Center**, enhancing agency integration to improve effectiveness and reduce timelines.
- Driving performance marketing campaigns focused on transactionality for Key Accounts across portfolio brands.

#### CX Engagement Architect

03/2015 - 08/2018

Led the Engagement layer with a local team of 5

Managing the entire beverage portfolio, CRM integration (Salesforce with social data), crisis management, trend alerts, and database unification for influencers and detractors.

- Led the Engagement area for the 2018 FIFA World Cup campaign, optimizing real-time operations and integrating media partners across markets.
- Successfully executed and standardized the Sprite #BornToRFRSH campaign across all Latin Center markets.
- Contributed to the global implementation of Holacracy at Findasense, sharing insights and gaining valuable knowledge.
- Planned and executed Paid Media campaigns for social media in Colombia.

#### Superfan Manager

09/2014 - 03/2015

Strategic influencer marketing solutions to enhance The Coca-Cola Company's digital brands presence.

### EIKON DIGITAL

Bogotá, Colombia

#### Social Media Manager

02/2014 - 09/2014

### ANALITICOM / MASHUP AGENCY

Caracas, Venezuela

#### Content Creator & Influencer Marketing

01/2013 - 02/2014

### TWITRADIO / CLICKCHE / ACTIVA / SONORA

Caracas, Venezuela

Various roles related to Radio

01/2006 - 01/2013

## LANGUAGES

Spanish

English

Italian

## EDUCATION

### EUDE Business School

Madrid, España

#### Master Internet Business

06/2022 - 04/2023

### Universidad Rafael Belloso Chacín (URBE)

Zulia, Venezuela

#### Industrial Engineer

06/2005 - 12/2009