

Jose Baldivia Oblitas

Senior Brand & Product Marketing Manager, Consumer Goods & eCommerce

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Work authorization: EU Blue Card, full German work authorization, no sponsorship required

PROFILE

Senior brand and product marketing manager with 11 years in FMCG and eCommerce across Europe and LATAM. Built and grew consumer brands at AB InBev, Nestlé, and Delizia, then ran Amazon EU categories for a German digital FMCG platform. Launched 44+ products end to end and has managed budgets of up to \$7M. Uses AI automation as a working edge, including a 360° feedback platform built solo and now serving 1,500+ leaders. English C2, German A2 (learning), Spanish native.

EXPERIENCE

Senior AI & Client Solutions Manager

2026 - Present

Fugu GmbH, Berlin, Germany

- Promoted to lead the AI side of client solutions. Built a fully automated 360° feedback platform solo (n8n, Claude Code, Airtable, Vercel) running up to 600 participants across concurrent programs; 1,500+ leaders served.
- Grew key accounts from 4 to 6 programs per client (+50%) and lifted profitability per program 28%; programs re-commissioned and new clients won through referrals.
- Introduced ROI measurement into leadership programs for the first time and lead the reporting team; 100% client satisfaction across the last 3 programs.
- Built 3 production web apps solo: Program Scheduler, Sales Pipeline CRM, and Invoice Agent.

Senior Client Solutions Manager

2025

Fugu GmbH, Berlin, Germany Berlin leadership consultancy designing executive development programs for global pharma (Roche, Lonza, UCB).

- Presented 8+ leadership-program proposals to C-level stakeholders at Roche, Lonza, and UCB; 90% purchase rate, with delivery expanding across Europe and the US.
- Owned cross-functional program launches with seven-figure clients end to end, improving customer retention 30%.
- Managed the full client cycle as program owner, from proposal through delivery and final reporting.

Strategy Consultant, FMCG

2024

Independent practice, Berlin, project-based, two FMCG clients

- Four-month engagement with former employer Delizia: built its full 2024 sales and marketing strategy, approved by the board. The company closed 2024 up 8% year over year across all categories.
- Ten-week engagement with coffee brand Café 4 Llamas: growth strategy across sales, marketing, and digital. 2024 sales closed up 23% year over year, excluding exports.

Brand & Marketplace Manager, Amazon EU

2022 - 2023

Vivere GmbH, Hamburg, Germany Digital FMCG platform whose own brands are Amazon best sellers; owned its most profitable categories across 7 markets.

- Launched 30+ products on Amazon Europe, adding \$1M in revenue within six months; owned P&L, innovation KPIs, and brand strategy.
- Created marketing plans from review, pricing, and trend analysis that added \$2.6M on best sellers in one year.
- Designed the purchase-forecasting system used across all seven markets and wrote every product's UVP, A+ content, and Brand Store briefs.
- Delivered skincare lines end to end for seven-figure B2B clients Zumba and Kayanee, up 8% in Amazon sales in six months; negotiated retail entry with OBI and Bauhaus, with products reaching stores.

Head of Category & Commercial Growth

2020 - 2022

Delizia (Compañía de Alimentos Ltda.), Bolivia Bolivia's leading ice cream and dairy manufacturer (~280 SKUs). Led the Frozen category, 60% of portfolio, with 6 regional category leads and 30 indirect sales staff.

- Coordinated the marketing and sales plan behind 27% gross-sales growth (+\$10M) from 2021 to 2022, anchored on monthly in-and-out launches that created Tradición, an internationally awarded dessert brand.
- Planned \$2M+ in annual commercial and marketing investments; profitability rose 19% in 2021.

- Created a 4-person social media team from zero and ran organic and paid growth across Facebook, Instagram, TikTok, and Google Ads.
- Negotiated with every sales channel, including a 20,000-store traditional trade that delivered over 70% of revenue.

Senior Sales Manager

2019 - 2020

Nestlé, Bolivia

- Achieved 98% of company sales objectives monthly and annually across all channels, incl. pharmacies nationwide, while managing a \$7M budget; cut inventory 12%.
- Led 8 direct sales managers and ~80 indirect field staff; targeted campaigns increased sell-out 9%, worth \$1.1M over ten months.
- Managed a regulated infant-nutrition portfolio with Nielsen and Kantar pricing and share analysis; partner go-to-market added 12% sell-in in Q1.

Senior Brand Manager

2018 - 2019

LURI S.r.l., Santa Cruz, Bolivia National consumer goods manufacturer; its six flagship brands were the company's most profitable line.

- Led marketing for the six flagship brands with 5 direct city marketing leads and 30 indirect sales staff; sales grew 17% at 10% higher ROI.
- Opened new sales channels; market share rose 4% with revenue up 10% for six straight months.
- A price-promotion campaign lifted one product line 28%, adding \$110k in net revenue.

Category Marketing Manager

2017 - 2018

Delizia, Bolivia

- Built data-driven marketing plans that grew annual net revenue 22% in the Frozen category.
- Identified a dairy-market opportunity and launched a product line worth \$150k in its first three months.
- Executed 15+ dessert launches end to end with R&D, Procurement, and Logistics.

Trade Marketing Analyst

2015 - 2016

Anheuser-Busch InBev, Bolivia

- Managed on-premise trade marketing for Paceaña, Huari, Corona, and Patagonia: 10-15 activations a week across ~3,500 POS in 9 cities, with a ~\$1.5M activation budget and BTL teams of 15-20.
- Designed a coupon campaign that moved weekend demand into weekdays; sales rose ~15% month over month for 3-4 months and became company best practice.
- Reported Nielsen and Kantar share and velocity data to the national Head of Trade Marketing; competitor insights supported a launch that grew revenue 8%.

AI & AUTOMATION

- Ships production software solo: 360° feedback platform (1,500+ users), scheduling PWA, AI-assisted CRM, AI invoice tool. Next.js, Supabase, n8n, Claude agents, Vercel.
- Self-hosted n8n automation in production: email pipelines, reporting, content systems.
- Daily practice with Claude, GPT, Gemini, Perplexity.

SKILLS

Brand & Product Management · Product Launch (NPD), P&L · Category Management · Consumer Insights · Go-to-Market Strategy · Amazon / eCommerce · Pricing & Budget Management · Cross-functional Leadership · Stakeholder Management · AI Agents & Automation · Power BI · SAP · Asana/JIRA · n8n · Claude/AI Agents

EDUCATION

- MSc International Business Management, Berlin School of Economics and Law (HWR), 2021 - 2023
- MSc Finance and Financial Management, Universidad Andina Simón Bolívar, 2016 - 2017
- MBA, Universidad de Chile, 2013 - 2014

LANGUAGES

Spanish (Native) · English (Fluent (C2)) · French (Advanced (B2)) · Portuguese (Intermediate (B1)) · German (A2, actively learning)

AWARDS

IICC Most Innovative Dessert 2022 & Best Ice Cream 2023 (brand Tradición) · Finalist, AB InBev Global Management Trainee Program 2016