

Francisco García Huidobro Iglesias

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PROFESSIONAL SUMMARY

Bilingual executive with over 15 years of experience in B2B and B2C markets at multinational consumer goods companies in the Chilean and Latin American markets. Extensive background in building, managing, and leading multidisciplinary teams in Chile and the Southern Cone, as well as in developing and launching new products, brands, and business lines. Proactive professional with strong planning skills and a strategic focus on long-term business development.

WORK EXPERIENCE

Anker Innovations Ltd

Latam Country Manager | Santiago, Chile | July 2022 – Present

Anker Innovations is a USD 2.5B company present in 145 countries with its brands Anker, Soundcore, Nebula, Eufy, and Ankermake. It is the #1 brand in mobile charging, investing more than 54% of its revenue in R&D.;

- Lead the company's expansion strategy, directing and overseeing Latam offices.
- Define roadmaps and GTM strategies for each country in the region.

Key Achievements:

- Grew the Soundcore brand +110% YoY in the Headphones category, climbing from #11 to #4 in market share ranking (source: GfK) in under 12 months while doubling business EBITDA through distribution expansion, GTM strategy, and portfolio optimization.
- Entered all major Chilean retailers within 12 months, consolidating presence in the modern trade channel.
- Expanded market by growing the client and distributor base across Latam markets.
- Developed new product categories and introduced new brands in the region.

Casa de Moneda de Chile

Chief Commercial Officer & Innovation Lead | Santiago, Chile | July 2019 – July 2022

Casa de Moneda de Chile is the oldest company in the country, with over 276 years of history and annual revenues above USD 35M. It operates 7 business lines, serving Central Banks of Chile and South America as well as major private and state-owned enterprises.

- Led the Commercial and Innovation strategy to reposition Casa de Moneda in local and international markets.
- Managed a team of 18 people across the Sales division.
- Led the company's innovation project to generate new business lines.

Key Achievements:

- Drove the company's turnaround, achieving profitability for 2 consecutive years — the first time since 2015.
- Launched the company's first digital security products.

Spectrum Brands, Inc.

Commercial Manager | Santiago, Chile | August 2017 – July 2019

Spectrum Brands is an American group of leading consumer goods brands with annual revenues exceeding USD 5B, present in 160 countries. In Chile, it operates the brands Rayovac/Varta, Black+Decker, Remington, and Stanley, with annual revenues of USD 20M.

- Responsible for the Commercial and Marketing strategy to reposition the Black+Decker, Remington, and Rayovac brands.
- Led a team of 10 people in Sales and Marketing, plus a team of 150 promoters across Chile.
- Responsible for developing and implementing the company's e-commerce division.
- Coordinated and led planning and purchasing processes with headquarters.

Key Achievements:

- Repositioned Black+Decker and Remington brands through portfolio redefinition.
- Recovered key accounts in small appliances: Falabella (+20%), ABCDIN (+113%), Ripley (+119%).

- Grew e-commerce revenue by 20%, increasing its share of total sales from 8% to 18%.

Netnow Tecnología y Computación S.A. / Acer Group Chile

Country Manager Chile | Santiago, Chile | October 2001 – August 2017

Netnow is a Chilean company holding the exclusive sales and manufacturing license for Acer Group's brands: Acer, Gateway, Packard Bell, and E-Machines. Acer is a multinational with annual revenues exceeding USD 67B. In Chile, Netnow employs over 200 people with annual revenues above USD 100M.

- Reported directly to the Board; led Sales, Marketing, Operations, and Purchasing teams of 30 people plus 180 promoters.
- Responsible for the Commercial strategy to reposition the brand in the Southern Cone and managed offices in Colombia, Argentina, Peru, and Central America.
- Designed and defined the full product mix — notebooks, tablets, projectors, monitors — for the entire region.
- Managed planning and coordination with HQ for purchasing and sales forecasting across all Southern Cone countries.

Key Achievements:

- Grew market share in Colombia from 9% to 20%, in Peru from 4% to 10%, and grew revenue in Central America by 45%.
- Grew market share in Chile from 2% to 21% — the highest ever achieved by the brand worldwide.

Commercial Manager, Chile | October 2011 – March 2016

- Led the brand's repositioning through major marketing campaigns and events (Festival de Viña, Lollapalooza, La Parva).
- Managed a team of 15 people across Sales, Marketing, and Operations.
- Developed and launched the e-commerce division and official online store.
- Key contact with HQ for portfolio definition, purchase planning, and marketing campaigns.
- Developed new business areas: Smartphones, Monitors, Projectors.

Key Achievements:

- Re-entered all key accounts: Falabella, Paris, Ripley, and Walmart.
- Grew market share from 2% to 21% in 3 years, with peaks of 28%.
- Achieved 12% YoY growth sustained over 7 years.

Commercial Manager Southern Cone – Packard Bell | October 2008 – October 2011

- Opened and managed offices in Argentina, Colombia, and Peru.
- Led purchasing planning and negotiation for all Southern Cone countries.
- Directed a team of 15 people across Production, Sales, Trade, and Operations.
- Key contact with HQ (NEC Group, Paris) for portfolio, purchasing, and marketing campaigns.

Key Achievements:

- Achieved 18% market share, establishing the brand as the second player in the market.
- Grew EBITDA by 30% through process optimization and cost reductions.

Commercial Manager | January 2003 – October 2008

Retail Manager | October 2001 – January 2003

AT&T; Latin America

Product Manager | Santiago, Chile | September 1998 – October 2001

Global telecommunications multinational, world leader in fiber optic connectivity, internet, and long-distance services.

- Defined, developed, and priced the company's data services (leased lines and internet).
- Negotiated with international providers for connectivity project quotes for Southern Cone enterprises.

Key Achievements:

- Exceeded plan targets by 12% for 3 consecutive years.
- Developed Chile's first virtual ISP: Directo.cl.

EDUCATION

Universidad Gabriela Mistral | Santiago, Chile | 1992 – 1997

Bachelor of Business Administration (Commercial Engineering), Major in Management — Graduated with Highest Distinction.

Colegio Apoquindo | Santiago, Chile | 1977 – 1989

ADDITIONAL INFORMATION

- **Languages:** Advanced English (spoken and written).
- **IT Skills:** Advanced proficiency in Excel, PowerPoint, Word, and Internet.
- **Interests:** Snowboarding, Windsurfing, Mountain Biking, Triathlon.