

MARIA FLORENCIA SANCHEZ, MBA
Gral Pablo Ricchieri 2820, CABA, Argentina
(+54-11)3064-0805 / florencia.sanchez@utdt.edu

EXPERIENCE

Universidad Torcuato di Tella

Buenos Aires, Argentina Jul 2025 –Current

MBA/EMBA Sub-Director and part time undergrad professor

Jul 2025- Current

Responsibilities: Lead the program's recruitment strategy and engage directly with prospective candidates through events and targeted communications. Oversee the overall strategic direction of the program, including marketing, content development, and institutional positioning. Drive continuous process improvements in curriculum design, budget management, and operational workflows to enhance day-to-day efficiency. Main focus is on delivering a seamless, high-quality experience for both students and faculty.

Kraft Heinz USA

Chicago, IL, USA, Jul 2022 –Jul 2025

Lead Field Operations - Total Business

Oct 2024- Jul 2025

Responsibilities: Developed, reviewed, and implemented sales policies focused on brand protection and anti-diversion to ensure compliance and safeguard revenue. Focus on removing barriers in the sales process to

- Reviewed and updated over 200 USA-based sales policies, implementing a structured process to ensure ongoing policy maintenance and compliance.
- Led USA brand protection initiatives by managing internal and external relationships, driving adoption of market best practices to identify diversion customers across regions, safeguarding millions in revenue through improved detection, tracking, and resolution processes.
- Championed brand protection awareness across the organization by developing training materials and facilitating cross-functional discussions with legal, quality, and sales teams (USA, LATAM, Europe). Played a key role in establishing the Global Anti-Diversion Policy by designing processes for customer set-up, sales analysis, and protocols

Senior Manager BU Sales Operations – Taste Elevation, Meals and Snacking

Jul 2022-Oct 2024

Responsibilities: Commercial representative responsible for solving cross-category projects and communicating high-impact supply issues to maximize the category's service levels and profitability.

- Managed portfolio of +\$12B (expanding 43% during tenure in role), branching from shelf stable, to refrigerated and Frozen. Worked cross-functionally throughout the organization to improve CFR from 91.9% to 97%.
- Deep dived into Innovation Go to Market Process where I identified over 10 areas of improvement and built a plan of action for 2024. Recommendations are currently being actioned by wider organization
- Helmed a new way of working for Seasonal Displays (Stuffing & Gravy) that led to 19pp CFR improvement YoY. Process is now adopted across BUs for their key seasons
- Implemented new Disco process with SCL team to save +\$7MM in the past 18 months
- Absorbed and improved all ops routines for BU Sales, removing over 40hrs/week for teams, with focus on improving transparency and understanding of supply challenges and their impact for both internal and external clients

Kraft Heinz UK+I

London, UK, Mar 2015-Jul 2022

Senior Demand Planner - Sauces and Foodservice UK & Ireland

Mar 2020-Jul 2022

Responsibilities: Delivered forecasting accuracy targets by building routines with cross-functional/regional teams. Managed stock and processes during numerous shocks to the market: Covid, shortages, Brexit and transportation issues

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- Promoted within first year in role. Additionally, managed part of Baby Food portfolio and Head of Demand Planning responsibilities during vacancies to ensure team stability and planning continuity
- Managed 3 reports: Trained and managing direct report in charge of Foodservice Demand, providing support during reopening of shops post Brexit. Managed trainee project that created new process for launching and removing products from the market while reducing supply chain losses and improving customer relationships
- Main liaison between the supply hub and BUs Category Teams to create a joint plan for COVID months. Created a reduced portfolio of skus to maximize vol output and helped manage communication to external partners
- Responsible for 18mo forecasting process for Sauces & Asian Meals Categories (250 skus, 4 global factories & 150KT per year); ensured a quick return to 2019 Forecast Accuracy targets and exceeding company expectations

Category Development Manager-Frozen Ready Meals & Asian Categories

Jan 2019- Feb 2020

Responsibilities: Supported internal and external teams to build the right plans to drive growth to the Frozen and World Foods categories through promotional reviews, range optimization and category understanding

- Reverted Frozen Ready Meals performance trajectory through Range Review wins and innovation development in the Top 3 UKI Retailers (ASDA, Tesco and Sainsbury)
- Led Asian Category Range Reviews with a breath of different retailer segments and channels (from up-market to convenience), landing distribution gains for the brand between 5%-30% YoY

Customer Category Manager- Soup and Beans Categories

Jan 2017-Dec 2018

Responsibilities: Influenced internal and external resources to build and deliver plans that would cater to shopper needs while growing the category and KHC

Tesco Account (Num 1 Retailer in UKI)

Mar 2018-Dec 2018

- Led Range Reviews discussions in both categories, with an average of +4pps Share of Shelf gain. Tesco Canned Soup outperformed the category
- Created and implemented a Convenience strategy with Tesco covering promos, range and display, generating distro gains of +3% in Beans and +6% Soups. Leveraged earnings used to develop strategy for other channels

ASDA Account (Num 2 Retailer in UKI)

Jan 2017-Sep 2017

- Turned around relationship with customer to secure Category Leadership of entire Canned/Tin business
- Developed new cross category promotional plan for Soup Season, +2% YoY RSV
- Successful Soup Range Review with +5pps Share of Shelf and +4% distribution, despite range reduction targets
- Trained and manage direct report in charge of peripheric portfolio of categories

National Account Manager- Morrisons

Apr 2015-Dec 2016

Responsibilities: Managed commercial relationship with Morrisons buyers. As owner of the P&L, responsible for sell-in and tracking performance to maximize value and profitability for both parties

Beans and Soup Categories

Feb 2016-Dec 2016

- Promoted within first 9 month in role to manage portfolio of \$54M Net Sales full year
- Improved significantly the profitability of the portfolio, by developing a new promotional plan and creating differentiated propositions for the customer

Frozen and Infant Categories

Apr 2015-Feb 2016

- Managed portfolio of \$15M by delivering +52% Net Sales growth vs target, and profitability growth of 11% YoY
- Mentored and trained replacement by creating a structured plan and support which ensured a success handover

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ABInBev USA

Saint Louis, USA. 2013-2014

Associate Brand Manager, Portfolio Performance and Planning

Sep 2013 – Sep 2014

Responsibilities: Identified, analyzed, and recommended solutions for issues affecting AB's beer portfolio

- Created an On-Premise Merchandising Strategy for top 6 brands; with the objective to drive awareness and quality perception. The assessment framework was adopted as a benchmark for the organization
- Created a Portfolio Performance Database for all 65 brands in portfolio with over 30 key metrics
- Analyzed and identified the main competitive innovation threats and identified the main gaps in AB's strategy

BANCO SANTANDER RIO S.A

Buenos Aires, Argentina. 2007-2011

Responsibilities: Owned P&L for specific financial products. Managed portfolio of large and medium sized clients

Institutional Client Analyst

Aug 2007-Jun 2011

- Developed strategy to increase company positioning in the derivative market. Generated +\$40M in vol of operations
- Evaluated and recommended purchases of treasury products, accounting for over \$30M in annual contract value
- Created marketing material and personalize presentations, resulting in a 25% increase in revenue and clients

EDUCATION

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

Chicago, USA

Master of Business Administration

Sep 2011 - Jun 2013

- Awarded J.P Morgan Chase Fellowship
- Concentrations: Marketing, Strategy and Entrepreneurship

UNIVERSIDAD TORCUATO DI TELLA

Buenos Aires, Argentina

Postgraduate Degree of Economics

Mar 2006 - Dec 2007

Bachelor of Economics

Mar 2002 - Jul 2006