

Graciela C. Eleta

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PROFESSIONAL PROFILE

Senior executive with more than 30 years of experience and a track record of proven results. Core competencies include:

- **Strategic Thinking:** Strengths in the areas of envisioning and defining strategic direction for a business, enrolling senior management and clients across multiple categories, and being a catalyst for change.
 - **Inspirational Leadership:** Regarded as a strong, passionate, energetic and inspiring organizational leader. Leverages inclusive and collaborative partnerships to deliver sustained business and organizational growth. Challenges self and status quo to push boundaries and consistently raise the bar. Strengths in operating with discipline, delivering on action plans and accountability behind agreed-to measures.
 - **Brand Building:** Strategic leader who leverages intimate knowledge of the consumer to drive business strategies for brands across industries. Proven consulting track record at Fortune 50 companies. Core expertise in Consumer Packaged Goods, Retail industry and more recently tourism/visitor economy.
 - **Marketing Mastery:** Utilizes deep consumer understanding and mastery of all marketing fundamentals, including digital, to build brands that connect deeply with consumers. Considered one of top Hispanic marketers in US.
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PROFESSIONAL EXPERIENCE

Vice Chairman of the Board, Foundation for Puerto Rico (2017- Present)

- Active participant of the Board of Directors and with both Chairman/CEO and President/COO.
- Helped incubate Discover Puerto Rico for first 6 months, laying out structural foundations and participated in hiring process for CEO, CMO and CSO.
- Leads Marketing & Biz Development Committee for the Board of Foundation.
- Actively participates in Strategic Planning Committee and in mentoring operational team for Bottoms Up, View PR and other programs.
- Active member of recruiting team to assist with building organizational capacity.
- Active member of recruiting team for Branding agency and for Public Relations agency.
- Mentors Vice President of Communications on a monthly basis.

Chief Executive Officer, GFR Media (2016-2018)

- Responsible for the development and distribution of all brands and platforms across GFR Media.
- Relaunched El Nuevo Dia, both in digital and print formats with extensive changes to ad formats and executed first price increase in 17 years.
- Created successful multiplatform content and sales initiatives focused on Health (Por Dentro), Beauty (Magacin) and Gastronomy (Sal!) that went beyond print format.
- Relaunched Primera Hora as a free daily.
- Led digital and tech transformation across all key functions of the organization, being the first newspaper in PR to transition to a paid digital subscription model.
- Working alongside strategic consultants, developed long term strategic direction for GFR Media that continues to be implemented to this day.

Senior Consultant, Latinum (2013-2016)

- Accountable for consulting with Latinum network of over 90 member companies across a wide variety of topics, including Total Market Strategy, Hispanics in the Digital age, Millennials and Hispanic Brand Building. Industries included Beauty, Beer, Food & Beverage, Retail, Health Care, Consumer Goods among others.
- Helped Latinum member companies drive profitable growth with Hispanic and other culturally diverse segments via presenting at Latinum's bi-annual roundtables sharing cutting edge research that responded to member needs and challenges, in depth business analytics, as well as developing case studies of success. Also developed a Total Market Strategy scorecard to assess progress against industry best practices and to develop specific proposals to accelerate growth and organizational traction.

S.V.P. Client Development, Univision Communications Inc. (2008-2012)

- Responsible for leading a team of 35 strategic consultants helping top advertisers in the U.S. recognize and harness the power of the Hispanic market to grow their sales. Leveraged a \$6M budget in syndicated and proprietary research to provide in-depth recommendations ranging from strategy to insights, products, packaging, creative, metrics and media to win with USH consumers.
- Recognized internally and externally as a leading consultant in the US Hispanic market. Have done extensive CPG, Retail, Health Care and Beverage consulting work with senior management at key clients, including CEO Clorox, CEO Macys, CMO General Mills, CMO P&G, President NA Kelloggs, President NA Kraft, among others.
- Speaker at numerous industry conferences and client forums.
- Helped activate 100+ new brands into Spanish language media as a result of consulting efforts.

V.P. P&G Multicultural Business Development (2001-2007)

- Responsible for a \$1.4Billion business across N.A. top 12 brands, including Tide, Pampers and Crest, with focus on largest Hispanic markets. Grew sales an average of 8% annually for past 5 years and delivered share growth across nine of twelve brands.
- Led a multifunctional team of 85+ professionals fully dedicated to building P&G's ethnic business with this growing demographic segment.
- Responsible for in-depth consumer understanding and influencing of concepts, products and packaging to delight ethnic consumers. Examples include Crest with Scope, Always Fresh, Downy Simple Pleasures and Dawn Botanicals.
- Responsible and fully accountable for development and implementation of ethnic marketing plans. P&G broadly recognized in the industry as Best In Class in Ethnic Marketing for our industry. Advertising has won numerous awards including being short-listed at Cannes for Gain campaign.
- Consistently grew Hispanic market shares ahead of Kimberly Clark, Colgate Palmolive, Unilever and Private Label for past 6 years behind comprehensive and holistic product and marketing programs. Design through delivery, was able to systemically change the way P&G NA went to market and integrated ethnic principles into all key business processes for the region.
- Developed top Hispanic and AA talent which has gone into General Market positions across NA.

General Manager P&G Puerto Rico (1998-2001)

- Responsible for a \$200MM business and P&L across 20+ brands in Puerto Rico. P&G is largest Consumer Packaged Goods manufacturer on the island with over 300 employees.
- Under intense competition from Kimberly Clark, Lever and Colgate Palmolive, was able to lead P&G to reach some of our highest global shares on Laundry Detergents (50% with only two brands), Pampers (over 40%), Bounty (over 60%) and Charmin (Over 35%), while delivering one of P&G Latin America's highest margins.
- Under her leadership, P&G made significant headway in upgrading its systems (SAP), Total Order Management, Logistics, Category Management, Receivables and Stewardship.
- Led the integration of several large acquisitions, including Tambrands, Clairol, Wella and had oversight responsibilities recently over Gillette.

Marketing Roles P&G Puerto Rico (1986-1998)

- Marketing Director Puerto Rico (1996-1998)—Head of the Marketing Function.
- Marketing Manager Health & Beauty Care (1992)
- Brand Manager Pampers (1990)
- Brand Manager Vicks (1989)
- Assistant Brand Manager Ariel (1987)
- Assistant Brand Manager Crest (1986)

EDUCATION

Wellesley College, B.A. Economics, Magna Cum Laude

1980-1984

Boston College, M.B.A.

1984-1986

BOARD POSITIONS, ACTIVITIES & RECOGNITIONS

Board Positions

Hispanic Advisory Board to the CEO- Clorox NA	2010-2012
Board of Director Pro Mujer (Microfinance Latam)	2010-2012
Board of Directors Leukemia Lymphoma Society USA	2013-2015
Board of Advisors Leukemia Lymphoma Society PR	2013-2017
Board of Directors Grupo Ferrer Rangel Media	2013-2016
Board of Advisors Interlink Group, PR	2013-Present
Board of Advisors Casa Grande	2017-Present
Board of Directors Foundation for Puerto Rico	2017-Present
Board of Directors Grupo Eleta (Panama)	2013-Present
Board of Advisors- Casa Grande Foundation- 2017- Present	
Vice Chairman of the Board- Foundation for Puerto Rico	2017- Present
Discover Puerto Rico- Marketing & Sales Advisory Co. Chair	2017- Present
Strategic Advisory Committee- PR Tourism Business Council	2020- Present

Recognitions

United Way Campaign, P.Rico -Silver Circle	2000
Top Management Award- P.Rico	2000
Executive of the Year - P.Rico	2001
P&G Advertiser of the Year- P.Rico	2004
Top 25 Elite Women of the Year- U.S.A.	2004
Latina Style Top 50 Women in America- U.S.A.	2004-2007
Member Network of Executive Women, P.Rico	2003- 2007
Selected as Hispanic Business 80 Elite Women	2005
Featured in 3 page spread TIME Magazine	Feb 2005
Cover of ANA's "The Advertiser" Magazine	Dec 2006
Awarded as Advertising Age "Woman to Watch"	June 2009
Speaker at ANA Masters of Marketing CMO Conference	Oct 2010
Speaker at AAAA Annual Conference	2010
Speaker at Hispanic Retail 360 Conference	2011
Speaker at CTAM Cable TV Conference- New Orleans	2011
Speaker at Campbells Annual Global Meeting	May 2012
Speaker at Animus conference- 2017	