



# Natalia P. Franco

PRESIDENT



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Natalia Franco is a global business and Marketing executive with more than 30 years of experience creating brand and shareholder value. Franco has served as Chief Marketing Officer of Worldwide Fortune companies in the branded consumer products industry, as well as in the restaurant business.

Franco has a proven track record in revenue growth and brand share expansion through turnaround strategies, portfolio management, brand building, advertising, innovation and profitability optimization. After a very successful career in Marketing brands and developing products distributed through retail in the US and internationally, she moved into the restaurant business to build brands across fast food, family dining and casual dining.

As EVP (Executive Vice President) and Brand Strategy Officer at California Pizza Kitchen from 2014–2016 (private equity, owned by Golden Capital), Franco reported directly to the CEO and was responsible for the brand strategy, brand re-positioning, advertising, digital, social media activation and all marketing related initiatives; this included all messaging at a national level for all company operated restaurants in the US, as well as strategic support to all international franchised restaurants. Her primary responsibilities also included culinary development (menu innovation, testing and design, and menu activation) and beverage pipeline development. In addition, her scope of responsibility included Public Relations, Consumer Insights (research) and Internal Communications.

As Senior Vice President of Marketing and Culinary for IHOP from 2011–2014 (DinEquity NYSE: DIN), with system sales of 2.6+ billion dollars in 2013, Natalia reported directly to the CEO and was responsible for a complete brand turnaround, outperforming the family dining category, through restaurant traffic improvement and positive same restaurant sales growth for the first time since 2006. Her innovative marketing plan (including a new brand positioning work), leveraged the brand's iconic heritage and core equities making it relevant to the consumer of today. Her success included a full menu redesign, an acceleration of the culinary innovation plan around food and beverages, new advertising and a breakthrough media strategy through persuasive advertising and new digital efforts across primary social media platforms. New processes, a structured marketing calendar of promotions and new activation behind menu items was pivotal for the business turnaround.

As Global Chief Marketing Officer and Executive Vice President for Burger King Corporation worldwide, from 2010 to 2011 (NYSE: BKC), a \$13+ billion in system sales at that time, Franco reported directly to the CEO; she developed a global brand vision and "Back to Basics" strategy centered on core brand equities (preferred burger taste, "Have It Your Way"). Her efforts included a new global advertising platform and a new menu strategy against the new brand positioning statement, designed to drive sales and traffic across all regions including the US, Asia, Europe, the Middle East and Latin America. Natalia led the development of a new Burger King menu strategy through product platforms anchored in key consumer benefits, with focus around 'premium indulgent offerings' at a good value. Burger King Corp was sold in October of 2010 to a private equity firm and a few months later the entire executive team transitioned out.



**BRAND  
IDENTITY**



**MARKET  
ACTIVATION**



**INNOVATION  
DEVELOPMENT**

As the Global Vice President for Marketing and Innovation at The Coca-Cola company (NYSE: KO), for the McDonald's division (from 2006 to 2010), Franco's responsibilities included Marketing, co-advertising and promotional activation as well as Consumer Insights (research) and all beverage innovation efforts directed specifically to McDonald's. To build global consistency, Natalia engaged directly with the McDonald's senior leadership team and the global marketing teams in the development of the Coke brand integration framework for advertising, merchandising, packaging and promotions. Major accomplishments included the development of a platform around kids' beverages as well as the design of specific initiatives behind Coke sports Marketing events tailored for McDonald's, including the Beijing Olympics and the Vancouver Winter Olympics.

Before these assignments, Natalia worked for General Mills (who acquired The Pillsbury company) from 1995 to 2006, in various brand Marketing positions of increasing responsibility, with great success, both internationally and for the domestic market (US). As Marketing manager, she then moved up the ladder to marketing director positions and then to Vice President for Pillsbury Refrigerated Baked Goods business unit; her last assignment in General Mills was VP for the cereal strategic channels for the US. Prior to General Mills, Natalia spent 10 years with Unilever (from 1983 to 1993) as a marketer, where she got her basic training and built her strategic and innovative acumen, growing within the organization from being an entry product manager in Colombia to become the head of Marketing for the company in Panama and the Central American export markets.

As a visionary leader of excellence in developing cross functional teams through alignment across organizational stakeholders of all backgrounds, franchisee systems and multichannel environments, Franco has moved into a new chapter of her career. As President and Founder of BrandMark Global LLC, a new Marketing consulting practice, she is helping companies and brands define and/or re-position their brand identity, with a compelling brand promise and an appropriate marketing strategy and activation plan to help them further grow their business.

In addition, regarding community and affiliations, Natalia has just been elected member of the Board of Directors' of Susan G Komen Atlanta for a 3-year term, an organization dear to her heart, in honor of her sister, a breast cancer survivor. Franco has been a Board of Directors' member for The Association of National Advertisers (ANA) in 2015 and in 2010 and was a member of the Board of Directors of "Women Venture," a non-profit organization that helps women achieve their economic independence. She has also accepted to be a member of the Advisory Board for Kennesaw State University, starting on September 10th 2018.

Because she believes in mentoring others for their development and future success, during her career she volunteered to be the Executive Sponsor of the Coca-Cola Latino Forum in Atlanta; prior to this and during her time with The Pillsbury Company she created The Pillsbury Hispanic Network, geared to support the company's diversity efforts in recruiting high potential Hispanic talent. She also led the Advisory Board of the General Mills Hispanic Network in Minneapolis after their Pillsbury acquisition.

Throughout her career Franco received awards and recognitions including the Ad Age "Top Ten People to Watch" in 2010, The Corporate Elite Hispanic Business Review in 2005, the Andy Award of Excellence 2005 and The Advertising Club of New York "Got Milk"; Franco was recognized in the Pillsbury Latina Style Magazine with an award given to her at the White House in Washington DC in 2005. She was twice awarded among Top Twelve Ranking, in 2003 and 2005, and won an Advertising Silver Effie in 2004 with the advertising work on Pillsbury's Big Deluxe Classics; she also won one in 2002 with her advertising work on Totino's. She was awarded twice winner of the "Circle of Excellence" sales award business performance in 2001 as well as the "Pillsbury Excellence Award" a Chairman's Award on business performance in 2000. She was recognized by Ad Age as one among "Top 100 Marketing Minds" in 2005.

Natalia is a Harvard graduate, who became an American citizen many years ago, proficient in English and Spanish, and familiar with the French language. She lived in a few countries around the world and has been based in the US for the past 23 years. She is a foodie and loves to cook, 'wine and dine'. She is passionate for the arts and loves to travel. She is a proud mom of her son who graduated from NYU Law School in spring of 2018; she also loves animals and likes to spend time with her two Goldendoodle dogs.

