



AT A GLANCE

23

years in
international
markets

50+

countries of
direct experience

27

new markets
opened

5

continents

EDUCATION

Master's in International Business (MEI)

University of Barcelona · 2002

Postgraduate degree in Marketing

Pontificia Universidad Javeriana, Cali
· 2010

Industrial Engineering and Management

Escuela de Ingeniería de Antioquia ·
2001

LANGUAGES

Spanish
English

Native
Advanced

INDUSTRIES

- Food and beverage
- Beauty and personal care
- Pulp and paper
- Fresh flowers
- Jewelry

EXPERTISE

- Market entry
- Distributor selection and management
- Cross-cultural negotiation
- Modern trade, traditional trade and foodservice
- International trade marketing
- Strategic planning

Juan Nicolás Vélez

Founding Partner and Managing Director · InterOceanic

International market entry and market development expert

nicolas.velez@interoceanic.co · interoceanic.co
· Cali, Colombia



PROFILE

Bilingual industrial engineer with a Master's in International Business (University of Barcelona) and a postgraduate degree in Marketing. 23 years opening, structuring and growing international markets for European multinationals and leading Latin American groups in food, personal care, pulp and paper, fresh flowers and jewelry. Experienced in cross-cultural negotiation, modern trade, traditional trade and foodservice distribution, and international trade marketing.

PROFESSIONAL EXPERIENCE

InterOceanic

2016 – Present

Founding Partner and Managing Director

Cali, Colombia

International business development firm. Since 2017, leads Barilla's business development in Latin America through InterOceanic.

Barilla G. e R. Fratelli S.p.A.

Sep 2017 – Present

Business Developer Latin America · Regional leadership across 26 countries

Parma, Italy · Cali, Colombia

Italian family-owned group founded in 1877, world leader in pasta, present in more than 100 countries. Reports to the Global Director of Export Market & Business Development at headquarters.

- Direct responsibility for 26 countries in South America, Central America and the Caribbean.
- Sustained sales growth in volume and value, and improved profitability.
- Positioned Barilla as the only pasta and ready-sauce brand present across the entire region.

Henkel AG & Co. KGaA

Aug 2013 – Aug 2017

Business Development Manager Latin America · Beauty Care Retail

Bogotá and Medellín, Colombia

German multinational in home care, beauty care and adhesives. Reported to the President of Beauty Care Retail, Latin America.

- 154% sales growth across assigned markets.
- Led the regional integration of Pert (acquired from P&G) and Xtreme (acquired from Wetline Mexico).
- Developed 13 markets across South America, Panama, the Caribbean and the US Hispanic channel.

Carvajal S.A.**Apr 2011 – Jun 2013****International Sales Manager · Pulp and Paper Division**

Cali, Colombia

Colombian business group with direct presence in 17 countries. Reported to the President of the Pulp and Paper Division.

- 727% sales growth in new markets with high value-added products.
- Opened 10 markets, focused on the US, Europe (Italy, France, the Netherlands) and Oceania (Australia, New Zealand), plus Mexico and Guatemala.
- International launch of Earthpact®, a global finalist at the Pulp & Paper International Awards 2012.

Colombina S.A.**Oct 2007 – Mar 2011****International Markets Commercial Manager · Europe, Africa, Asia and Oceania**

Cali, Colombia

Colombian food multinational selling in more than 80 markets. Reported to the VP of International Markets.

- 134% sales growth in the assigned region.
- Opened 15 markets across Europe, Africa, the Middle East and Oceania.
- Developed 13 additional markets, including Spain, the UK, South Africa, the UAE and Australia.

C.I. Miraflores S.A.**Oct 2004 – Sep 2007****Commercial Manager · Fresh-cut flower grower and exporter**

Bogotá, Colombia

- 43% sales growth and a 9-point improvement in consolidated profitability.
- Opened Bulgaria and Russia; grew the US and the Netherlands.
- Designed the company's internationalization strategy based on market diversification.

C.I. Trade S.A.**Nov 2002 – Sep 2004****Commercial Manager · Gold, platinum and fine jewelry**

Miami, USA · Medellín, Colombia

Joint venture of C.I. Fundación Escobar and C.I. Inversiones Generales (CIIGSA).

- Opened and developed the company's US subsidiary.
- Built a network of importers and distributors across North American jewelry channels.
- Developed new product lines adapted to the US market.

Unifine F&BI Spain (Dawn Foods)**Feb – Aug 2002****Graduate internship · Marketing**

Barcelona, Spain

- Marketing strategy for Spain and Portugal, packaging adaptation and new product development.