



María Cristina Arboleda



Founding Partner and Commercial & Retail Director · InterOceanic

Direct and indirect channels, key accounts and shopper marketing in consumer goods

interoceanic.co · Cali, Colombia

AT A GLANCE

20+

years in consumer goods

18

years at Johnson & Johnson

18

people in her latest team

3

channels led: direct, indirect and D2D

EDUCATION

Economics and International Business

Universidad ICESI, Cali · 2005

LANGUAGES

Spanish
English

Native
Advanced

CHANNELS

- Direct channel: retail chains and key accounts
- Indirect channel: distributors and traditional trade
- Direct-to-door (D2D)
- E-commerce

EXPERTISE

- Key account management
- Trade and shopper marketing
- Category management
- Go-to-market and route-to-market
- Sales team leadership

PROFILE

Economics and International Business graduate (Universidad ICESI) with more than 20 years in consumer goods multinationals: 18 years at Johnson & Johnson (Kenvue since 2024) and 3 years at Colgate-Palmolive. Expert in both direct and indirect channels: key account management with Colombia's top retail chains, sales through distributors and traditional trade, and Shopper Marketing leadership for the direct channel. Leads sales teams focused on sustainable, profitable growth.

PROFESSIONAL EXPERIENCE

InterOceanic

Jan 2026 – Present

Founding Partner and Commercial & Retail Director

Cali, Colombia

Leads commercial and retail strategy for international brands entering Colombia: key accounts, channels and in-store execution.

Johnson & Johnson · Kenvue

18 years · 2008 – 2026

Sales Manager, Indirect Channel

2024 – 2026

Cali

- Led the indirect channel nationwide, growing sales in volume and value.
- Restructured the national go-to-market model.
- Led and developed a sales team of 18 people.

Sales Manager, Emerging Channels

2022 – 2024

Cali

- Led direct-to-door (D2D) sales and the merchandising team in Colombia, with double-digit D2D growth.
- Brought in Leonisa as a new commercial partner.
- Optimized the merchandiser route-to-market.

Trade Marketing Manager, Direct Channel

2019 – 2022

Cali

- Led Shopper Marketing for the direct channel: designed and rolled out the new structure for Colombia.
- High-impact in-store campaigns and "Ready to Sell" displays with sustainable materials.

Key Account Manager · Grupo Éxito

2016 – 2019

Medellín

- Managed the largest account in Colombian retail.
- Implemented international trade agreements (IRTS), reduced product returns and set up national receivables controls.

Key Account Manager · Olímpica and alternative retailers**2015 – 2016**

Barranquilla

- Grew sales with Olímpica and Alkosto.
- Made Olímpica J&J's second-largest account in Colombia and improved its Advantage ranking.

Key Account Executive · Grupo Éxito**2014 – 2015**

Medellín

- Grew sales in Antioquia and in the e-commerce channel.

Senior Trade Marketing Specialist, Modern Trade**2008 – 2014**

Cali

- Campaigns and launches for Splenda, Listerine Zero, Johnson's Baby and Lubriderm.

Colgate-Palmolive**3 years · 2005 – 2008****Sales Executive, Modern Trade****2006 – 2008**

Pereira

- Grew sales across assigned accounts in the Coffee Region.

Category Management Executive**2005 – 2006**

Bogotá

- Rolled out the Category Management strategic plan in Bogotá, Bucaramanga and Ibagué.