



EDUCATION

MBA | ANDES UNIVERSITY
BOGOTA, COLOMBIA

LL.M. | HARVARD UNIVERSITY
CAMBRIDGE, MA, UNITED STATES

DIPLOMA IN STOCK MARKET | STOCK EXCHANGE
BOGOTA, COLOMBIA

LL.M. CORPORATE LAW | JAVERIANA UNIVERSITY
BOGOTA, COLOMBIA

JURIS DOCTOR - JD | U.N.A.B.
BUCARAMANGA, COLOMBIA

LIEUTENANT | NAVAL ACADEMY
CARTAGENA, COLOMBIA

PROFESSIONAL HIGHLIGHTS

AUGUSTO MANTILLA-SERRANO

GLOBAL BUSINESS EXECUTIVE

International business executive with background in law, whose experience is enhanced by an honors-level MBA, with twenty years of progressive development within mass consumer goods, small electrical appliances, secure inks, and track & trace security solutions. Expert in commercial activities, business development, marketing, M&A's, compliance, brand protection, business intelligence and government relations-PR. A trained negotiator, expert in alternative dispute resolution and crisis management. Strongly loyal and ethical, always delivering on promises and achieving outstanding results. Highly effective team leader-player with the interpersonal and communications skills to define clear business strategies and plans, operational efficiency and executing with excellence, by persuading, motivating, and developing long-term, profitable relationships.

SKILLS

- Strategic Thinking
- Strong ethics and moral standards
- Global vision and detail oriented
- Resilience and self-organizing
- Team leader-player always leading by example
- Adaptability
- Proactive, decisive, pragmatic, and analytical
- Clear and open communications

CONTACT

19 Stop River Road
Norfolk, MA 02056, USA
+1(508) 918 8500
amantilla@post.harvard.edu

- Extensive leading experience in Due Diligences, M&A's, and Divestitures at international level. Actively lead and participate in the following operations: Iams-Eukanuba, Clairol, Wella, Gillette, and Warner Chilcott.
- Acted as Chief Ethics-Compliance Officer & Business Intelligence Officer at international level.
- Accomplished an international Data Privacy Control matrix implemented across the EU and CEMEA.
- Creator and developer of the national security business vertical to provide a secure control platform for production lines and distribution chains for high value and sensitive products. Warehouse logistics controls and secure ID solutions.
- Accomplished an international Data Privacy Control matrix implemented across the EU and CEMEA.
- Responsible for international criminal, antitrust and internal investigations across USA, LATAM and the EU, uncovering and resolving the issues and preventing further misconducts, in record time.
- Writer and producer of an electricity commercialization proposal for "red zones" towns in Colombia. The project was adopted and implemented by Unión Fenosa in several towns across the Atlantic coast in Colombia with complete success, reducing losses by 75% and increasing income in US\$210+ MM.
- Identified an innovative opportunity to utilize product placement on a soap opera (Ugly Betty) to improve market positioning, achieving a record sales and market share growth for a key brand.
- Organizer and trainer of multiple police forces and customs authorities to seize counterfeit, look alike and parallel market products, blocking the cash flow and money laundering transactions behind.
- Creator of a "Brand Protection Task Force" by integrating customs authorities, sales force, retail, and consumers to identify and report illegal products.
- Developed and executed training and awareness initiatives at antitrust & compliance across multi-company business conglomerates (over 3,500 employees).

WORK EXPERIENCE

SICPA | 2014 - 2021 | WASHINGTON D.C., UNITED STATES

Executive Vice President National Security. Responsible for business developing solutions to track & trace consumer goods highly sensitive products (alcohol, tobacco, cannabis, pharma, military, chemical precursors) during the production process and along the distribution chain. Leader for the innovation and creation of new SICPA solutions across the regions for new markets (cannabis, fuel marking and weapons management). Our solutions generate revenues for our customers at the minimum average ratio of 1:25 plus. ENABLING TRUST.

Responsibilities include and were not limited to:

- Lead the global setting of the vision and strategy for IP and brand protection activities, with a primary focus on increasing the effective risk management within the rapidly illicit trade changing environment.
- Design and implement brand protection – IP strategy to prevent, reduce and/or eliminate illicit activities with the brands of our clients.
- Build strong relationships with key business partners and build strategic alliances to proactively to maximize execution efficiency.
- Provide guidance to promote risk control awareness, ownership, and accountability to consolidate SICPA’s products as innovative and safe.
- Lead the BDD and implementation teams during the entire process until the solution is delivered to the client.

Achievements:

- Closed several deals for over US\$150+MM in total with an exponential growing capability and provided the foundations for new US\$1,500 MM deal for the upcoming years.
- Developed new applications and customizations of current solutions to fulfill customer needs, generating three new registered patents of new use.
- Contributed to keep our clients harmless and recover over US\$450+MM in revenue and branding by the implementation of our multifunctional approach to fight illicit trade, counterfeit, and parallel markets.
- Consolidated strategic alliances with key partners to expand SICPA capabilities to conquer new markets and consolidate business opportunities.

BRAUN ESPAÑOLA | 2008 - 2011 | BARCELONA, SPAIN

General Manager of Braun’s operations in Spain (+800 employees), medium size manufacturing facility of small electrical appliances. and tasked with keeping production and relocating it to Poland, as a cost reduction strategy. Liquidated assets and relocated all former employees, increasing product sales, reducing counterfeit and illicit trade losses, optimizing processes, and addressing significant labor union and local government issues. Manage company assets for more than 260€MM.

Achievements:

- Managed with excellence the company transformation and relocation process, increasing production, and reducing cost.
- Recovered 7€ MM from debtors and \$2€ MM in interest.
- Successfully won all labor and civil lawsuits raised against the Company.
- Prevented a sale of the plant facilities for less than market value and generated a 100% extra profit in a further proposal by getting the double of the original market value price.

PROCTER & GAMBLE | 1999 - 2011 | MADRID, SPAIN

Legal Director – General Counsel. Chief Ethics-Compliance & Business Intelligence Officer (Madrid). Lead the Spanish Legal and the Security Departments as General Counsel for P&G operations within its six different legal entities, (P&G Pharmaceuticals-Warner Chilcott, Lab. Vicks, P&G España, P&G Prestige Products, P&G Mataró, and Wella). Member of the Marketing and Sales Force Committee. Responsible for the Government and stakeholders’ relations. Mastery in the areas of International Contracts, Corporate, Anti-Counterfeit, Brand Protection, M&A, and Antitrust. Business size of 3.5€ MM and 3,500+ employee organization.

Legal & External Relations Director (Bogota-Colombia). General Counsel for P&G operations in Colombia and Ecuador. Successfully negotiated P&G’s Plant Union dissolution. Legal counsel for local acquisitions & divestitures and implementation of global acquisitions in Colombia and Ecuador. Secured antitrust approval for mergers and acquisitions. Won recognition from marketing strategy to raise Pantene market share by sponsoring “Ugly Betty” soap opera and Miss Colombia contest. Represented P&G’s interest before both government and national trade associations. Official P&G’s spokesperson for media. Business size of US\$450 MM and 600+ employees.

ACHIEVEMENTS

- Harvard Law School Class President & Speaker for the 20th Anniversary Reunion
- Top 100 Attorneys Magazine USA
- One of 100 Outstanding Colombians Around the World - Presidency of Colombia
- Harvard Law School Mentor
- Procter & Gamble Best Business Conduct Award
- Member of Ethics & Compliance Committee of the Colombian Association of Chambers of Commerce.
- Arbitrator (List A) Chamber of Commerce - Colombia
- Admitted to the Colombia Bar Association and in good standing
- Certified and Licensed Private Investigator - PI
- Certified Protection Professional - CPP with active CCL/LTC
- Certified Scuba Diving Master and Corporate Athlete Instructor
- Knight of the Sovereign Military Order of Malta
- Knight of the Equestrian Order of the Holy Sepulcher of Jerusalem
- Member of the International Brotherhood of Magicians – IBM
- Brooklyn2Bogotá Digital Transformation Community - Speaker & Mentor

[View my profile on www.linkedin.com /in/augustomantilla](https://www.linkedin.com/in/augustomantilla)