

MONSERRATT CHAVEZ

Commercial Growth Strategy | Revenue Management | Consumer & Market Insights

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Professional Summary

Commercial Strategy and Revenue Growth professional with 5+ years of experience driving business growth, pricing transformation, promotion effectiveness, and market expansion strategies across FMCG and Retail industries. Proven track record of delivering up to +53% revenue growth by identifying scalable commercial opportunities, optimizing pricing and promotional investments, and translating consumer and market insights into strategic business decisions. Experienced in advising senior commercial leaders, managing cross-functional initiatives, and influencing business performance through data-driven growth strategies.

Professional Experience

Senior Consultant — Revenue Growth & Commercial Strategy | *NielsenIQ · Mexico* Mar 2021 – Present

- Drove up to +53% revenue growth for leading FMCG brands by advising senior commercial leaders on pricing strategies through customer segmentation, shopper insights, competitive positioning, and market trends.
- Led end-to-end revenue optimization initiatives across pricing, promotions, portfolio, innovation strategy, identifying scalable growth opportunities and enabling strategic business decisions across multiple markets.
- Led promotion optimization and trade investment strategies by evaluating promotional performance on incrementality, cannibalization effects, and promotional ROI, resulting in +35% net revenue growth.
- Partnered with Marketing, Sales, Finance, and Commercial teams to identify revenue expansion opportunities across markets, improve business performance, and support commercial business planning.
- Built KPI frameworks and Power BI dashboards to track pricing performance, promotional effectiveness, and customer behavior, accelerating executive decision-making and optimization.
- Led and mentored a team of analysts while driving stakeholder alignment, structured problem-solving, and executive communication, improving client satisfaction scores by +60%.

Sales & Insights Junior Analyst | *Inbursa Financial Group · Mexico* Aug 2018 – May 2020

- Analyzed customer acquisition, portfolio performance, and market opportunities to design commercial growth initiatives that increased campaign conversion rates to 40% and exceeded sales targets by 134%.
- Supported go-to-market and customer engagement strategies by transforming market and customer insights into actionable recommendations for Sales and Marketing teams.
- Collaborated with analytics, commercial, and marketing teams to streamline reporting processes, improve data accuracy, and enhance business performance tracking.

Skills & Tools

- **Key Expertise:** Revenue Growth Management | Consumer & Market Insights | Pricing & Promotion Strategy | KPI Management | Commercial & Growth Analytics | Business Performance Management | Strategic Planning
- **Tools & Platforms:** SQL | Excel | Power BI | Tableau | MS Office | CRM | Nielsen RMS & Retail Panel
- **Soft Skills:** Cross-functional Leadership | Stakeholder Management | Executive Communication
- **Languages:** Spanish (Native) | English (C1 – Fluent)

Education

Bachelor's Degree in Business Relations

National Polytechnic Institute (IPN), Mexico | 2017–2021

Focus: Strategic Business Management & Marketing

Certifications

- **Advanced Data Analytics Bootcamp** (Datademia, 2024) | BI Tools & Dashboarding.
- **Google Data Analytics Certificate** (Coursera, 2022) | Data Storytelling, Visualization, Insights