



ERIKA HERRERO BETTAREL

PROFESSIONAL EXPERIENCE

Belcorp Corporation

April 2010 - Present

CEO - Chief Executive Officer
Corporate Vice President - Commercial (Countries and Corporate Sales)
Corporate Vice President - Countries
Corporate Sales Vice President
General Manager Colombia

Feb 2018 - Present
Dec 2015 - Jan 2018
Jan 2014 - Dec 2015
Jan 2012 - Dec 2013
Apr 2010 - Dec 2011

Procter & Gamble Co. - Latin American Region

March 1993 - March 2010

Regional Director "Future of Productivity and Growth" - Latin America MDO; and Marketing Director, Fabric and Home Care Products
Marketing Director, Ariel Franchise, Latin America GBU
Marketing Director, Laundry Detergents Mexico and Andean, Latin America
Marketing Director, Beauty and Health Care
Brand Manager, Beauty Care
Brand Manager, Feminine Care and New Business Opportunities
Brand Manager, Feminine Care, Venezuela
Brand Manager, Health and Oral Care - Venezuela
Assistant Brand Manager, Laundry Detergents, Venezuela

Feb 2007 - March 2010
Jul 2005 - Jan 2007
Jul 2002 - Jun 2005
Aug 2000 - Jul 2002
Jul 1999 - Jul 2000
Dec 1997 - Jun 1999
Oct 1996 - Nov 1997
Jan 1996 - Oct 1996
Mar 1993 - Dec 1995

OTHER PROFESSIONAL ACTIVITIES

Colegio de Estudios Superiores de Administración University (CESA)

Marketing Strategy Professor

ACADEMIC BACKGROUND

Universidad Metropolitana
Caracas, Venezuela
Business Administration - Management
1989 - 1994

Colegio San José de Tarbes, La Florida
Caracas, Venezuela
1979 - 1989