



THE TRANSFORMATIVE
POWER OF OIL PALM



**OIL
PALM**
Conference

THE TRANSFORMATIVE POWER OF OIL PALM

CONFERENCE:

Trends and habits of today's consumer.



JAIME GARCÍA

Country Manager
Kantar Worldpanel Bogotá - Colombia

SESSION 2B
CONSUMER TRENDS
AND POSITIONING.

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Jaime García is the Country Manager of the Worldpanel division in Colombia. Mr. García has been with the Company since September 2006.

After 15 years of working in the Company as Account Manager and Director, Business Development Manager, and most recently Commercial Director, **García** assumed the new position in January 2022.

García is a Business Administrator from Universidad de la Sabana and has extensive experience in business leadership, mass consumption, and market research, thanks to which he has worked for large companies, regionally and locally, understanding the needs of the industry and a deep understanding of the Colombian buyer.

He has led teams in Colombia, also in countries in the Andean region, Central America, leading commercial processes and strategies, managing budgets, negotiations, and evolving customer service to increase loyalty and generate growth. Before his experience at Kantar Worldpanel, **García** worked in multinationals such as Coca-Cola Femsa and Sab Miller.

"My experience for more than 15 years has allowed me to consolidate a deep understanding of Colombian consumer behavior; a vital topic for the upcoming challenge in mass consumption markets."