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Comentarios (0)

Lina Roncancio

Capacitador

Áreas de conocimiento

Televisión, Insights, Estrategia, Innovación, Inteligencia de mercados, Comportamiento de consumidor, Presentaciones.

Descripción del perfil

Inherently curious and strategic thinker able to see unexpected connections and “join the dots”; a believer in the power of data-driven storytelling where creativity and objectivity meet. Deep experience in all aspects of advertising sales and content research and an expert on the global measurement landscape. Inspirational leader across diverse teams with excellent consultancy and negotiation skills. data | analytics | consumers | trends | business intelligence | futurism | strategic planning | insights | primary research | secondary research | media strategy | behavioral economics

Experiencias

Head of Research & Strategy, Discovery Mexico

Discovery Inc

2018 - Actual

Director of Insights and Analytics, Discovery Colombia

Discovery Inc

2013 - 2018

Business Solutions Manager

Discovery Inc

2010 - 2012

Revenue Research Manager

Discovery Inc

2005 - 2010

Associate Media Director

FCB Global

2000 - 2005

Estudios

Digital Strategies for Business: Leading the Next Generation Enterprise, Digital Strategy and Transformation

Columbia Business School / Emeritus Institute of Management

2019

Bachelor of Arts - BA, International Relations and Affairs

Florida International University

2003

Perfil en Mentes a la Carta

https://www.mentesalacarta.com/conferencistas-capacitadores-coaches/lina