



Eliseo Barcas

Managing Director & President at Tetra Pak Vietnam

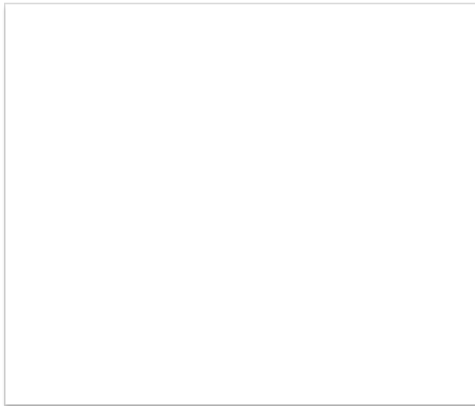
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Eliseo Barcas · 3rd

Managing Director & President at Tetra Pak Vietnam

Ho Chi Minh City, Vietnam · 500+ connections · [Contact info](#)



Tetra Pak



Harvard Extension School

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About

Senior Executive with 20 years of Sales, Marketing and Trade Marketing experience in FMCG and B2B industries in Americas and Europe. Led Sales and Marketing teams, defined company strategy with short, mid and long term

... [see more](#)

Activity

1,363 followers



**In 2020, we announced our
commitment to reach net-zero...**

Eliseo shared this

71 Reactions • 1 Comment



With climate change causing

unpredictable events such as

Eliseo shared this

12 Reactions



Be part of the solution! Every small effort counts. #globalrecyclingday

Eliseo shared this

20 Reactions



Millions of kids every day received milk in Tetra Pak...

Eliseo shared this

30 Reactions

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Experience



Tetra Pak

15 yrs 8 mos

Managing Director & President at Tetra Pak Vietnam

Full-time

Nov 2020 – Present

· 6 mos

Ho Chi Minh City Metropolitan Area

Managing Director

Jul 2018 – Oct 2020

· 2 yrs 4 mos

Bogotá, Bogotá D.C. Department, Colombia

Full P&L responsibility for Tetra Pak Andean region covering Venezuela, Colombia, Ecuador, Peru & Bolivia

Sales & Business Development Director USA

Jul 2015 – Jul 2018

· 3 yrs 1 mo

Dallas/Fort Worth Area

Strategy definition for USA & CA shelf stable business, promotional investments management securing operating results. Lead Sales & Marketing teams to execute strategy in short, mid and long term perspective.

Marketing Director Iberia

Jan 2012 – Jul 2015

· 3 yrs 7 mos


Strategy definition to accomplish top line and profitability Tetra Pak Iberia results. Responsible for managing promotional investment budget and results as well as defining the new products deployment strategy.

Sales Management Director Argentina

Sep 2007 – Dec 2011

· 4 yrs 4 mos

Responsible for Argentina and Uruguay Sales securing top line results as well as customer satisfaction and overall execution of the 3 years strategic plan

Show 1 more role 

Gillette Argentina



5 yrs 6 mos

Sales Development Manager Gillette Argentina


Mar 2001 – Aug 2003

· 2 yrs 6 mos

Sales International Trainee Gillette Latin American Group

Nov 1999 – Mar 2001

· 1 yr 5 mos

Show 1 more role 

Marketing Associate Duracell Argentina

Duracell Battery Company

Mar 1995 – Mar 1997

· 2 yrs 1 mo

Argentina

Education

Harvard Extension School



MBA General Management, Marketing

2000 – 2002



Skills & endorsements

Leadership . 6



Endorsed by **3 of Eliseo's colleagues at Tetra Pak**

Sales Management . 7



Endorsed by **2 of Eliseo's colleagues at Tetra Pak**

Marketing . 4

Sydney Evans and 3 connections have given endorsements for this skill

Industry Knowledge

Strategic Planning . 2

Retail

FMCG . 1

Trade Marketing . 5

Internal Communications

Business Strategy . 3

Product Development . 2

Business Planning

Change Management

Marketing Management

Marketing Strategy . 2

B2B . 1

Strategy . 3

Fast-Moving Consumer Goods (FMCG) . 3

Interpersonal Skills

Negotiation . 3

Management . 5

Cross-functional Team Leadership . 1

Team Leadership

Other Skills ?

Category Management

Key Account Management . 1

Show less ^

Recommendations

Received (0) Given (5)



Oscar Fernando Neira Melo
Key Account Manager | Business Development | B2B Sales | Technical Manager | Service Manager | Technical Sales Manager | Aseptic Systems Expert | LATAM
January 15, 2021, Eliseo was senior to Oscar Fernando but didn't manage directly.

Fernando Salazar manages directly

Durante mi asignación como Director General de Tetra Pak Andina en tenido la oportunidad de conocer y trabajar con Óscar. Óscar es un profesional comercial con foco en el área de servicios técnicos con una gran calidad humana que construye relaciones sólidas y de largo plazo con los clientes. Los clientes v... [See more](#)

Stuart Bruder

Head of Sales & Business Development

October 14, 2019, Stuart worked with Eliseo in the same group

I have the chance to work with Stuart in our Leadership Accelerated Program in Tetra Pak. Stuart's leadership took us, a group of 7 world wide leaders, from a storming to a performing team, delivering outstanding results in only 3 months period. I would strongly recommends Stuart for any Sales & Ma... [See more](#)

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Accomplishments

Languages

English • Spanish

2


Interests

Tetra Pak Alumni Network



5,130 members

Microsoft



14,068,691 followers

GSK



2,748,684 followers

Simon Sinek

Optimist and Author at Simon Sinek Inc.



4,623,824 followers



Procter & Gamble
5,895,794 followers



Nestlé
11,683,347 followers

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Managing Director at Tetra Pak Central America & Caribbean

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Recruitment Specialist cum Admin at Milensea Retail

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Le Nhat Huy
President at UTE Logistics and Supply Chain Club

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Khánh Linh Đỗ
Human Resources Assistant at Hachinet Software

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Nguyen Dinh Dat
Frontend Angular Developer

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Student at Ton Duc Thang University

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