JOSÉ PABLO
LÓPEZ

COMMERCIAL STRATEGY | BUSINESS DEVELOPMENT | PROJECT & ORGANIZATIONAL LEADERSHIP



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EXECUTIVE PROFILE

Commercial and Project Strategy Leader with 10+ years of experience driving business growth, leading multidisciplinary teams, and delivering complex creative, commercial, retail, and experiential projects.
Experienced in business development, commercial strategy, PMO implementation, organizational transformation, and end-to-end project leadership, connecting strategy, creativity, and execution to deliver measurable business results.

PROFESSIONAL EXPERIENCE

HEAD OF COMMERCIAL

BLU Creative Agency (Grupo INMER) | 2025 – Present

- Developed strategic partnerships and relationships with key decision-makers, creating new opportunities with mid-market and enterprise-level companies.
- Improved commercial profitability by 15% through stronger pricing, scope definition, negotiation, and project margin control.
- Built and implemented a structured commercial pipeline, improving visibility across leads, proposals, negotiations, forecasting, and closed business.
- Aligned commercial, strategy, creative, and production teams, improving the transition from sales to project execution and strengthening the overall client experience.
- Lead commercial strategy and identify new market opportunities to support the agency's business development objectives.
- Own the full sales lifecycle, from prospecting and solution development through negotiation and project delivery.

PROJECT & ORGANIZATIONAL DEVELOPMENT MANAGER

Roma212 (Apodaca Group) | 2022 – 2025

- Established and led the Project Management Office (PMO), implementing governance frameworks, standardized methodologies, and project management best practices.
- Managed a portfolio of experiential marketing, retail, and temporary architecture projects from planning through execution.
- Led process optimization and continuous improvement initiatives to strengthen operational efficiency and cross-functional collaboration.
- Coordinated multidisciplinary teams across creative, production, operations, and executive leadership.
- Implemented KPI dashboards, structured reporting, and governance processes to improve project visibility and executive decision-making.

PROJECT LEADER

CREA (Grupo CIE) | 2019 - 2022

- Led end-to-end execution of BTL campaigns, POP displays, retail activations, exhibitions, and commercial environments for nationally recognized brands.
- Managed project schedules, budgets, production, technical documentation, and supplier relationships.
- Served as the primary liaison between clients, designers, production teams, and vendors, ensuring alignment from concept through implementation.
- Managed multiple concurrent projects while maintaining quality, timeline, and budget objectives.

CORE EXPERTISE

Commercial Strategy · Business Development · PMO & Project Management · Portfolio Management · Organizational Transformation · Experiential Marketing · Retail Development · Strategic Leadership · Client & Stakeholder Management · Cross-functional Leadership

EDUCATION

B.S. Industrial Engineering
Universidad Latinoamericana

B.S. Industrial Design
Universidad del Valle de México

PROFESSIONAL DEVELOPMENT

- 4th Generation Leadership | ISSOK Institute
- Leadership & Empowerment | Tecnológico de Monterrey
- Digital Marketing Strategies | Crehana
- Social Media Advertising | Crehana
- 3ds Max Professional Diploma

TECHNOLOGY

Project & Business:
Monday.com · Asana · Jira · Microsoft Project · Google Workspace · Microsoft Office

Design:
AutoCAD · Rhino · 3ds Max · V-Ray · Photoshop · Illustrator · Canva · CapCut

Marketing:
Google Ads · Meta Ads

CREATIVE DIRECTOR

Avanna | 2018 - 2019

- Directed multidisciplinary creative teams delivering retail, interior design, and experiential marketing solutions.
- Developed creative concepts, storytelling strategies, and customer experiences aligned with business objectives.
- Translated client business needs into creative proposals and commercial experiences from briefing through final delivery.
- Led collaboration between creative, commercial, and production teams to deliver high-quality client solutions.

POP DESIGN MANAGER

POP Marketing | 2018

- Managed commercial remodeling, retail furniture, and POP marketing projects from concept through implementation.
- Coordinated production teams, vendors, and installation crews while overseeing schedules, resources, and quality.
- Developed technical drawings, layouts, and 3D visualizations for client presentations and production.

INDUSTRIAL DESIGNER

FyF Soluciones | 2017 - 2018

- Designed retail displays, exhibition stands, and commercial fixtures for national brands including OXXO, Arca Continental, and FEMSA. Collaborated with manufacturing teams and supervised fabrication and implementation.

INDUSTRIAL DESIGNER

Vórtice Creativo | 2015 - 2017

- Designed commercial spaces, retail displays, exhibition stands, and custom furniture solutions for brands including Liverpool and Palacio de Hierro. Developed technical documentation, renderings, and manufacturing solutions.