



**marcas
propias**
Latam forum

IPLC

*The Retailer Brand
Specialists*

LUIS SOBROCA

Partner **IPLC Spain**

Luis has over 20 years experience in the industry of manufacturing and distributing private labels. He has worked with leading manufacturing companies, in the food industry, house products and personal care. His experience includes areas related to marketing, sales, product development and entry into new markets, in his condition as Director of Private Brands, as well as Commercial Director, for Exports and Marketing.

He started his career working for Borges as a Key Account for international clients, at the end of this cooperation he was the Director of the Exports and Private Labels Division of the dry fruit business. He started working in McBride as a Commercial and Marketing Director to position this company in the Iberian Peninsula as one of the main suppliers of MdD, and finally named Exports Director, PL and B2B in Panrico with full responsibility of Panrico's business and contracts in foreign markets and Brands as well as Distribution and B2B at a national and international level. In 2012 he founded his own consulting company offering services to manufacturing companies (Spanish and foreign companies) to develop business in Distribution Brands and help foreign manufacturers to enter the Spanish market. Luis speaks fluent English and Spanish (mother tongue).

Experience:

Borges (dry fruit and oils)

McBride (household and personal care products)

Panrico (sliced bread, pastries and biscuits)

Education:

Bachelor Degree in Business Administration at the University of Kentucky – USA –

MCE – Management & Leadership

ESADE – Commercial Management in Distribution Companies