CATALINA MARTINEZ

INTERNATIONAL BUSINESS & BRAND LEADERSHIP

Biel/Bienne, Switzerland

Latin America & Central America

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EXECUTIVE PROFILE

International business and brand leader with over 15 years of experience spanning commercial strategy, financial services and business operations. A decade at Swatch, progressing from international B2B project leadership to regional brand management, with a focus on developing markets and strengthening commercial partnerships across Latin America and Central America.

PROFESSIONAL EXPERIENCE

Regional Brand Manager - Latin America & Central America

Swatch Ltd. | Apr 2022 - Present

Regional brand strategy and commercial performance across international markets, coordinating brand priorities, commercial development and cross-functional stakeholders across headquarters, sales, retail and distribution partners.

International B2B Sales Project Leader

Swatch Ltd. | Sep 2016 - Apr 2022

International B2B commercial initiatives, including Olympic Games-related projects involving the International Olympic Committee and National Olympic Committees; coordination among headquarters, markets and external partners.

Project Leader - Business Transformation & Operations

Integer Holdings Corporation | Jan 2013 - Jul 2016

Led the establishment of Swiss operations and the organizational transition following a manufacturing site closure, including team development, coordination with US headquarters and business forecasting.

EA / Business Manager

Family Office, London | 2012 - 2013

Business and executive support within an international family office environment.

Wealth Management

Santander Private Banking | 2009 - 2012

Investment and portfolio management, financial analysis and high-net-worth client relationships.

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EDUCATION & ADDITIONAL INFORMATION

EXECUTIVE EDUCATION

IESE Business School | University of Navarra

Management Development Program (PDD) | 2025

ACADEMIC QUALIFICATIONS

Universidade da Coruña

Bachelor's Degree, Business / Managerial Economics | 2004-2008

Escuela de Finanzas

MSc, Derivatives & Alternative Investment (CISI)

EF Business School

MSc, Banking & Finance (CISI)

Instituto BME - Bolsas y Mercados Españoles

Operator License Type III - OTC Options and Futures

LANGUAGES

Spanish | French | English

Native or bilingual proficiency

Portuguese

Professional working proficiency

PROFESSIONAL PERSPECTIVE

My experience in finance, operations and international business informs how I assess commercial opportunities and connect global brand direction with local market requirements. I value sound judgement, an understanding of individual markets and professional relationships built on trust.

CONTACT

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