

David Bitran

STRATEGIC C-SUITE AND SENIOR LEADERSHIP

- Markets expansion, profitable transformation, category disruption, and risk mitigation.
- Aligning governance with marketing and commercial strategies to drive corporate health.
- Delivering stakeholder and shareholder value in highly regulated industry environments.

David Bitran is a highly accomplished executive with over 20 years of experience in global brand building, strategic advisory, and business transformation - specializing in driving profitable growth for organizations ranging from Fortune 200 corporations to family-owned businesses across international markets.

As a hands-on C-Suite Independent Strategic Advisor at Bitran Advisory, David advised Mezcales Casa Armando on enterprise reorganization, strategic planning, and global expansion across Mexico, the U.S., and Europe - including company and reputational risk management in a highly regulated industry. His work in corporate governance, brand repositioning, pricing, and route-to-market strategy doubled gross margins within two years.

David's leadership was pivotal in delivering Marie Brizard Wine & Spirits' first U.S. profit in nearly a decade, rebuilding marketing operations and generating over 800,000 annual profitable 9-liter cases of Sobieski Vodka.

As USA Marketing Capability Vice President at Brand Learning (now Accenture), he developed tailored global programs - including the "Brand Management Way" and "Capabilities Improvement" frameworks - for Pfizer, Colgate, and Merck.

At William Grant & Sons, he delivered double-digit NSV growth for Glenfiddich and Grant's in the U.S., and established brand-building foundations across key Latin American markets as Head of Marketing Latin America, based in Colombia and Brazil.

Additional career highlights include Cadbury Schweppes Americas Beverages (now Keurig Dr Pepper), Macallan, ABSOLUT Vodka in Canada - the brand's second-largest market globally - and Unilever Chile.

Education & Credentials

MBA, Schulich School of Business, York University | Corporate Governance, Columbia Business School Executive Education | AI Strategist & Builder, Harvard Data Science Initiative (HDSI) | Commercial Engineering & Bachelor of Science in Business Administration, Universidad de Chile.

Fluent in English and Spanish.