

Luije Padrón Sánchez

STRATEGY & TRANSFORMATION LEADER

Global Strategy • Growth & Marketing • Customer Experience • Cross-Functional Leadership • Transformation

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CORE CAPABILITIES

- Business & Marketing Strategy
- Strategic Planning & Execution
- Cross-Functional Leadership
- Growth Strategy
- Customer Experience
- Product & UX Strategy
- Digital Marketing
- Market & Competitive Analysis
- Consumer Insights
- Organizational Leadership
- Stakeholder Management
- Team Development
- Agency & Partner Management
- Budget & Resource Management
- Design Thinking
- Agile & Lean Methodologies

EXECUTIVE PROFILE

Senior strategy, marketing and creative leader with 20+ years of experience translating complex business challenges into actionable strategies, customer experiences and market-facing solutions for global organizations and brands. Proven experience leading multidisciplinary teams, aligning stakeholders across international markets, and taking complex initiatives from strategy through execution.

Career spans corporate leadership, global agency networks, consumer marketing, product and UX thinking, combining creative problem-solving with business strategy, analytical thinking and disciplined execution.

EXECUTIVE EDUCATION & DEVELOPMENT

University of Virginia, Darden School of Business

- Advanced Business Strategy
- Strategic Planning & Execution

University of Pennsylvania, The Wharton School — Professional Certificate

- Digital Marketing, Social Media & E-Commerce

Wyncode Academy — Post-Graduate Certification

- Product Design (UX/UI)

Universidad Tecnológica del Centro — Bachelor of Engineering

- Information Systems Engineering

Universidad Tecnológica del Centro — Bachelor of Science

- Business Sciences, Marketing Specialization

Management Enterprises — Leadership for Leaders Certification

ADDITIONAL ACADEMIC CREDENTIALS

National University — Master of Forensic Science

Liberty University — Bachelor of Science

- Criminal Justice & Psychology // Summa Cum Laude

PROFESSIONAL EXPERIENCE

NORWEGIAN CRUISE LINE (NCL) // REBEL FISH CREATIVE GROUP

Global Creative Director | Global Strategy & Cross-Functional Leadership
Miami, Florida | 2018–2025

Led a globally distributed, multidisciplinary creative organization across five offices spanning the Americas, Europe and Asia-Pacific, partnering with regional brand and marketing leadership to develop and execute global communication strategies.

- Partnered with brand managers, marketing leaders and regional stakeholders to translate business objectives and consumer insights into global strategies and market-facing initiatives.
- Directed programs from strategy and ideation through development, production and deployment across traditional and digital channels.
- Applied consumer insights, performance data and conversion-focused marketing practices to strengthen customer engagement and business outcomes.
- Managed budgets, resources and competing priorities across concurrent global initiatives while coordinating internal stakeholders and external partners.

WOW MKTG**Associate Creative Director** | Creative & Business Strategy

Miami, Florida | 2016–2018

- Partnered with client stakeholders to identify business and marketing challenges and develop strategic solutions across healthcare, consumer, technology and education sectors.
- Led multidisciplinary teams from strategy and ideation through production and deployment.
- Presented recommendations to stakeholders and supervised execution through market delivery.
- Clients included HealthSun, Wellmax, University of Miami Health System, Budweiser and Wyncode Academy.

MARCA MIAMI**Account Supervisor** | Strategy & Client Leadership

Miami, Florida | 2013–2015

- Managed strategic relationships with key client stakeholders while leading internal teams responsible for delivering integrated marketing initiatives.
- Coordinated strategy and execution across U.S. Hispanic, U.S. General, Latin American and Caribbean markets.
- Balanced client objectives, resources and execution requirements across concurrent initiatives.

GREY GLOBAL GROUP // WPP Agency**Creative & Promotions Strategy Consultant**

San Juan, Puerto Rico | 2009–2011

- Evaluated marketing and promotional strategies and developed execution plans for brands including Heineken across Caribbean markets and DISH Network within the U.S. Hispanic market.

JMD COMMUNICATIONS**Creative Director & Strategic Planner**

San Juan, Puerto Rico | 2005–2009

- Led strategic planning and creative development for integrated marketing initiatives across automotive, pharmaceutical, healthcare, hospitality and consumer categories.
- Developed campaigns and market-facing solutions for brands including Infiniti Motors, Pfizer, Humana Healthcare, Absolut, Kahlúa, Malibu, Hertz and Samsonite.

OGILVY // WPP Agency**Creative Director** | Team & Operational Leadership

Guaynabo, Puerto Rico | 2003–2005

- Led creative strategy and execution while supervising, training, hiring and evaluating creative talent. Collaborated across agency disciplines to maintain strategic alignment, executional quality and client satisfaction across technology, financial services, hospitality, food and beverage, including Motorola, American Express, Hyatt, Kraft, Fanta, Nestea and Borden.

WING LATINO // GREY GLOBAL GROUP // WPP Agency**Art Director**

New York, New York | 2001–2003

- Developed integrated creative solutions for global consumer brands across CPG, spirits, pharmaceutical, technology and food service, including Pantene, Pringles, Chivas Regal, Crown Royal, Flonase, Panasonic and McDonald's. Earned industry recognition for work developed for Chivas Regal and Crown Royal.

PROCTER & GAMBLE (P&G)**Consumer Relationship Marketing**

Caracas, Venezuela | 2000–2001

- Developed a Loyalty Card Program as the first step toward establishing P&G's Consumer Relationship Marketing platform in Venezuela, connecting customer engagement and loyalty with long-term relationship strategy.

UNITED STATES ARMY RESERVES // MILITARY POLICE CORPS

Served in law enforcement, investigative and security roles supporting military operations, with responsibilities requiring disciplined decision-making, accountability and leadership under pressure. Assignments spanned the U.S., Puerto Rico, Italy, Afghanistan and Kyrgyzstan, including criminal investigations, leadership and public affairs.

Military Police Investigator

2010–2016

- Conducted and supervised investigations involving incidents, offenses and allegations affecting military personnel, property, facilities and operations.
- Gathered and analyzed information, conducted interviews, documented findings and prepared comprehensive investigative reports.
- Developed cases for legal proceedings and provided testimony in court when required.
- Managed sensitive investigations requiring discretion, objectivity, attention to detail and sound independent judgment.

U.S. Army Criminal Investigation Division (CID) Investigator

Bagram, Afghanistan | 2012

- Investigated criminal activity in a deployed environment, collecting and analyzing evidence and conducting interviews with suspects and witnesses.
- Assessed complex information and investigative findings to support case development and informed decision-making.
- Worked across military functions in a high-pressure operational environment where accuracy, accountability and timely execution were critical.

Public Affairs Representative

Bagram, Afghanistan | 2011–2012

- Planned and executed public affairs programs, publications and events supporting organizational communication objectives.
- Developed communications designed to inform audiences about unit programs, accomplishments and priorities.
- Created a unit newsletter and coordinated content to strengthen internal communication and organizational awareness.
- Applied professional communications experience within a military environment, bridging operational priorities with clear, audience-focused messaging.

ADDITIONAL**Languages — Bilingual**

- English
- Spanish

Published Author & Writer

Published fiction author and experienced comics/script writer whose work spans independent publishing and a major global entertainment brand.

- Marvel Comics — *The Patriot Factor* (2008) — Comics/script writing.
- *Vinculum: The Ties That Bind* (2005–2009) — Independently published comics work.
- *Cuentos Más Allá de la Oscura Realidad* (1999) — Published fiction.