



noloroque@gmail.com



(404) 402-1405



1302 Ashford Ave., #1402
San Juan, PR 00907

NOEL ROQUE

CEO | Growth Strategist | AI Transformation
Advisor | Global Entertainment & Sports
Marketing Executive



EDUCATION & CREDENTIALS

Wharton's Entrepreneurship Acceleration Program,

Wharton- University of Pennsylvania
Executive Program, in progress

Food Service Management Certification,

Cornell University, in progress

MBA in Marketing Management (Magna Cum Laude),

University of Phoenix, 1998

BBA in Marketing (Magna Cum Laude),

University of Puerto Rico, 1982

AI+ Digital Tools

- MicMicrosoft Copilot
- OpenAI / ChatGPT
- Claude
- NotebookLM
- Generative Video Workflows
- Business Automation
- Digital Ecosystem Design
- SaaS Product Development
- Shopify
- Low-Code/No-Code Platforms

PROFILE

Deliver Multi-Million Dollar Revenue and Profit Growth through Direct, Decisive Leadership, Innate Understanding of Strategic Marketing & Brand Stewardship, and Strong Relationships Built with Stakeholders.

Always makes the Next Big Thing happens!

Executive leader with 30+ years of experience building brands, generating revenue growth, leading multi-country operations, and creating innovative business ecosystems across consumer products, hospitality, entertainment, sports, media, and emerging technologies. Former Coca-Cola executive with extensive international experience. Founder and CEO of World Dance Group, owner of the ESPN World Salsa Championships and architect of digital platforms connecting dance, music, creators, and fans worldwide. Currently focused on AI, digital transformation, platform development, and next-generation audience engagement.

LEADERSHIP STRENGTHS & CORE COMPETENCIES

- Performance Turnaround
- Key Customer Management
- Consumer/Customer Mktg.
- QSR expertise
- New Business Development
- International Experience
- Resource Allocation/Utilization
- Global Brand Development
- Strategic Planning
- Tech Savvy. AI Enthusiast Value
- Creation
- Problem Solving

PROFESSIONAL EXPERIENCE

WORD DANCE GROUP-Atlanta, GA

CEO | 2015 – Present

Founded and scaled a global entertainment, media, and technology ecosystem connecting dance, music, education, events, creators, brands, and fans worldwide. Owns and operates internationally recognized properties including the ESPN World Salsa Championships and multiple digital initiatives focused on audience engagement, content creation, commerce, and immersive experiences.

PROFESSIONAL EXPERIENCE

WORD DANCE GROUP – Atlanta, GA – (Cont.)

CEO | 2015 – Present

Key achievements:

- Built strategic partnerships with ESPN, NBC Universal, tourism organizations, major brands, artists, and entertainment properties.
- Produced international competitions, festivals, conferences, television programming, and live events across multiple markets.
- Developed innovative business models integrating media, education, digital platforms, sponsorships, and experiential marketing.
- Leading AI-driven initiatives including SalZOOM360, ARMagic, immersive audience experiences, digital content production, and next-generation creator engagement platforms.
- Spearheading the development of global entertainment ecosystems leveraging artificial intelligence, automation, extended reality, and emerging technologies.
- Driving expansion into digital commerce, creator economies, streaming content, virtual experiences, and international audience communities.

COCA-COLA NORTH AMERICA – Atlanta, GA

Senior Customer Marketing and Business Development Manager – LATAM, Burger King Account Team (BKAT) | 2005 – 2015 Direct beverage customer marketing efforts in LATAM for a leading customer, Burger King, which operates 1,400 units totaling \$1.5B in 30 countries across Latin America and the Caribbean. In collaboration with overall customer strategy, led all facets of strategic marketing, brand activation, and regional programs, including multilingual integrated marketing communications (IMC) programs encompassing both, traditional and non-traditional media.

- Led creation, implementation, and strategic positioning of The Coca-Cola Company added-value differentiation model and served as customer most trusted marketing advisor. Influenced, trained, and empowered the division Account Managers on beverage insights and key initiatives that drove volume and profit.
- Transformed BKAT marketing model from tactical to strategic: Developed regional programs where none existed and raised participation in KO regional programs to 90%+.
- Design/rollout of regional programs tied to global/BK movie properties (Indiana Jones, Spiderman, Transformers) and negotiation of high-marquee television & music assets like Latin Grammy, Billboards and Latin American Idol.
 - Created the “King for a Day” platform, a unique overarching IMC concept that was awarded as a finalist in the 2013 Coca-Cola Marketing and Commercial Awards. Activated star-studded concerts with super stars Marc Anthony and Juan Luis Guerra.
 - Implemented first customer activation with Busch Gardens in LATAM.
 - Launched FIFA World Cup program in 100% of LATAM units, achieving the goal of \$16M in revenues.
- Developed/implemented a strategy effective in building BKAT Latam’s capabilities in identifying, creating, and capturing opportunities to broaden total beverage portfolio and continually build beverage incidence.
 - Created a \$7M pipeline of new sales with rollout of the Insights to Actions “i2A” strategic frame-work, later the foundation for all BKAT LATAM value-added marketing, research, and marketing asset activations. Developed partnerships with Euromonitor and other research companies.
 - Launched Smoothies in 183 BK outlets in Puerto Rico representing 1M incremental unit cases.
- Served as a strategic consultant for planning Burger King growth in existing markets and new territories such as Brazil, Colombia, Martinique, Barbados and Panama including market entry strategy and grand opening plan for BK-Colombia. BK outlets in Colombia and Brazil exceeded region traffic records.

PROFESSIONAL EXPERIENCE

COCA-COLA FOODSERVICE – Atlanta, GA

Senior Sales Executive | 2003-2005

- Earned reputation as a Subject Matter Expert in Hispanic marketing for the Southeast U.S., developing and managing the business of a diverse portfolio of accounts: Six Flags, White Water Park, Mellow Mushroom, Atlanta Hispanic Association of Restaurants and Concessions International operating 7 airports in the USA.
- Delivered 107% of plan, implementing key marketing initiatives, including new product launches (Bacardi Mixers, Minute Maid Light, Flavor Rage), and the "Come Bien"/Cinco de Mayo Hispanic program.
- Closed multi-year deals with 300+ Hispanic restaurants (6.4 M U.C.), renegotiated terms with CI and Mellow Mushroom, adding 3.1 million U.C of product to the existing contracts. Managed to win the RFP for 7 airports in the USA including Atlanta, the busiest airport in the world. Helped Atlanta Airport concessionaire to expand operations to Miami Airport.

COCA-COLA USA FOUNTAIN – Atlanta, GA

National Account Executive | 2001-2003

- Managed the \$7M business with Hardee's franchisees in the Southeast U.S. (part of CKE Restaurants, with nearly 2,400 company and franchise-owned restaurants in 32 U.S. states and 11 countries).
- Ignited sales growth and rectified declining revenue performance. Captured exclusive contracts with 60% of portfolio eliminating DR. Pepper from assigned territory. Renewed business with 100% of customer base.
- Increased traffic (+29%) and incidence for key franchisees with the Hot Pricing-Large Size program. Educated the team on multi-cultural trends and opportunities to craft specific strategies and messages to this growing segment.
- Earned the Coca-Cola Fountain Spotlight Award for consistently exceeding sales objectives and delivering high-quality value to both customers and TCCC.

COCA-COLA CARIBBEAN – Atlanta, GA

Region Key Account Manager | 1998 – 2001

- Coordinated sales and marketing activities for key accounts across the QSR, C-store, petroleum, casual dining, and hotels/leisure/entertainment channels in the Caribbean Region, which represented a \$500M business (27 countries). Leveraged KO's global infrastructure to meet customers' international business needs in the Region.
- Inked a seven-country deal with Burger King that distinguished the Caribbean as the only region worldwide to sign 100% of its contracts before deadline.
- Negotiated 100% of Global customers entering the Caribbean Region.
- Grew key account volume +10% (totaling 12M U.C.) by converting 100% of Subway's Puerto Rico business (now 200+ units), Caribbean Cinema's Puerto Rico and Dominican Republic business (150 screens), Club Med, Popeye's, KFC, Atlantis Hotel, Allegro properties, among others.
- Maintained 80%+ share in the hotel segment, which served as one of the most vital sources of revenue region-wide (representing 1K+ properties and 200K rooms). This includes winning (via RFP) the Atlantis Hotel, largest resort in the Caribbean with over 3,000 rooms, 21 restaurants and 19 bars.

COCA-COLA PUERTO RICO BOTTLERS – San Juan, Puerto Rico

On Premise Director | (1996 - 1998), Cold Drink Marketing Manager (1990 - 1995), Product Manager (1990)

- Directed sales/expense accountability for a \$25M organization in the Immediate Consumption channels.
- Managed and developed a sales, marketing, and technical team of over 100 associates. Applied opportunity-based strategic planning and development in managing a portfolio of diverse accounts spanning multiple channels. DME: 1.5M.
- Increased fountain sales by 96%, leading organization to achieve nine consecutive years of growth and positioning PR as the market leader, breaking Pepsi's uninterrupted lead of over 10 years in the market.
- Inked fountain/vending contracts with Walmart, Aramark, Home Depot, Ritz Carlton, 7-Eleven, Esso, Wendy's, Hard Rock Café, Hilton, Pizzeria Uno, Hooters, Taco Maker, Friday's, etc
- Managed fountain operations with the 123-unit McDonald's system. Served as the liaison between company and operators.

PROFESSIONAL EXPERIENCE

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BACARDI CORPORATION-FSDC(COCA-COLA DIVISION) – San Juan, Puerto Rico

Product Manager | 1989 - 1990

Rendered broad-based marketing support—sales forecasting, ABPs, promotion development, pricing strategy, category management, new product/package introduction, sales presentations—of the Cold Drink Sales organization, comprised of 12K+ retail customers.

Implemented activation standards, segmented by channel, with focus on achieving the “look of success”.

- Consistently delivered results aligned with the brand’s objectives and strategies.

BADILLOSAATCHI & SAATCHI ADVERTISING – San Juan, Puerto Rico

Account Director | 1988 – 1989

Oversaw development and production of creative advertising, sales promotions, and corporate training programs for diverse clients: Hilton International, Massó Hardware Stores (n/k/a The Home Depot), Sara Lee Hosiery and WAPA TV.

- Repaired broken relationships with Hilton and Massó (accounts valued at 2M). Retained 100% of the business by rebuilding clients’ trust and confidence in company’s ability to deliver advertising solutions.

FOOTE, CONE & BELDING ADVERTISING – San Juan, Puerto Rico

Account Executive | 1987 – 1988

Secured business with Mazda, National Car Rental, and Cilag Caribbean, a Johnson & Johnson division.

- Conceptualized and brought to fruition the “Dealer amigo” concept, aligning dealer marketing activities with Mazda’s corporate marketing strategies and performance objectives.
- Launched the 929 and RX-7 new models. Exceeded quota for sales of luxury models by 20%.

KENTUCKY FRIED CHICKEN, INC. – San Juan, Puerto Rico

Marketing Assistant | 1983 – 1986

Established and managed marketing operations for KFC’s business in Puerto Rico. Sourced and appointed advertising agencies and market research firms; conducted feasibility and market studies to identify sites for development and/or clarify target demographics for existing units.

- Implemented summer large pack offer breaking all sales records as the most successful consumer promotion in the history of KFC Puerto Rico (104 sales/unit/day).
- Coordinated 13 new store openings, LSM activities, and new product introductions (Super Pechuga Gourmet, Pechu-filete Chicken Sandwich, Mini Bucket, etc).

LANGUAGE SKILLS

- Advanced proficiency in English/Spanish.
- Oral/written basic comprehension of Portuguese.

PERSONAL INTERESTS

- Avid traveler.
- Member of the Latin Grammy academy.
- Music, Dancing and Sports Cars enthusiast.

WEBSITES/PROFILES

- <https://www.linkedin.com/in/noelroque/>
- www.worldsalsachampionships.com
- www.dance-mart.com
- <https://worlddancegroup.com/>
- <https://salzoom.com>