



FEDERICO SARMIENTO MARCHESE

SENIOR EXECUTIVE &
GENERAL MANAGER

RETAIL EXPERT & STRATEGIC CONSULTANT
IN MULTINATIONALS

SPEAKER TRAINER

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"Better human teams make better companies; better companies make a better society"

Education

Executive Develop. Program, adidas, San Diego / Shanghai / Athens / Nuremberg, 2012/13.
Master in Business Administration, PAD School of Management, University of Piura / IESE, Lima, Peru, 1999/2001.

Bachelor in Industrial Engineering, University of Lima, Peru, 1984/89.

Professional Experience

General Manager of adidas Colombia and adidas Peru, Vice President of the adidas Group and member of the adidas Latin America Management Committee, 2005-2018.

Sales Manager, Brink's subsidiary of Peru, 2002 - 2004.

Sales Manager, Xerox del Perú, January 2000 - June 2002.

Business Unit Manager, IBM Andina, 1997 - 1999.

Sales Manager, Xerox del Perú, 1997.

Business Unit Manager, Xerox Latin America, 1996.

Business Unit Specialist, Xerox del Perú, 1991 - 1995.

Assistant Brand Manager, Procter & Gamble del Perú, 1990.

F. Sarmiento Engineers, 1984-1989.

Academic Affiliations

Guest lecturer at the Inalde Business School, Universidad de la Sabana, Colombia. Soon invited speaker at the PAD School of Management, University of Piura, Peru.

Others

Peruvian and Italian citizen. Resident in Colombia since 2006. Black Belt Judo, member of the national team of Peru.