



LUIS FERNANDO SAMPER

Director of Juan Valdez Marketing Strategy

During Luis Fernando Samper's tenure as Director of Intellectual Property, the Colombian Coffee Federation has boosted a new era in branding and marketing strategies for Juan Valdez.

Luis Fernando joined the Commercial Department of the National Federation of Coffee Growers of Colombia (FNC) in 1988. From 1992 to 1995 he was based in the Netherlands working for Europe's FNC subsidiary, and in 1997 he joined the Colombian Coffee Federation (CCF) in the U.S, overseeing marketing, sales and advertising of Colombian

coffee in North America.

Luis Fernando is Director of Intellectual Property at CCF, responsible for the development of brand and technology-based ventures and protection. His different tasks include the development of an intellectual property strategy for marketing Colombian coffee and the Juan Valdez brand all around the world.

Luis Fernando has been invited to speak at the NCA's Convention and Educational gatherings, the Specialty Coffee Association of America Convention, the Coffee Congress of El Salvador, and other coffee industry gatherings. He holds a BA and MSC in Economics and a MSC in Law from Universidad de los Andes (Colombia), and an MBA from Columbia University.

TEMAS

- Intellectual Property
- Marketing, Advertising and Branding

PUBLICACIONES

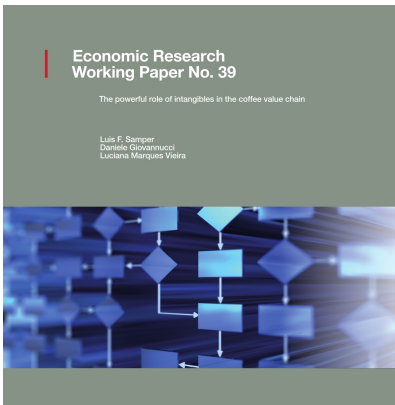
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LA ESTRATEGIA DETRAS DE LA MARCA



RESOURCE-RECOVERY



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CONDICIONES

- **Travels from:** Bogotá D.C., Colombia
 - **Fee Range:** Please Inquire
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