

JUAN FELIPE MUÑOZ

Pioneer of Generational Brand Management

- Global leader in strategic consulting, branding, marketing, and communications
- Former CEO, LLYC USA
- Former Senior Communications Adviser to Colombian President Juan Manuel Santos, being the youngest cabinet member
- As Senior Communications Adviser, Muñoz played a pivotal role in devising digital strategies significantly contributing to Colombia's international repositioning

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Juan Felipe Muñoz is renowned for creating the innovative concept of "Generational

Brand Management," a strategy designed to assist families in preserving and managing their legacy and surname following significant liquidity events. This unique approach ensures the longevity and relevance of a family's heritage, even when the traditional assets that once defined their legacy are no longer part of the family estate.

Following his impactful tenure at LLYC USA, where he led the firm's operations across Miami, Washington D.C., and New York, Muñoz has continued to evolve his career beyond the confines of the corporate structure. His prior role at LLYC was marked by collaboration with colleagues across Europe and Latin America, positioning him as a global leader in strategic consulting, branding, marketing, and communications.

Muñoz's career is distinguished by his ability to reimagine the branding and marketing landscapes for family-owned companies, leveraging new media and digital analytics to reposition legacy brands in the chemical and agricultural sectors, among others. His advisory services have been instrumental for CEOs, politicians, and public figures, guiding them through personal branding transformations.

His strategic acumen was notably demonstrated during his service as the youngest cabinet member for Nobel Laureate Juan Manuel Santos of Colombia. As the senior communications adviser, Muñoz played a pivotal role in devising digital strategies that bolstered the president's image, his cabinet, and the FARC peace process, significantly contributing to Colombia's international repositioning.

Starting his career at Santander Bank and moving to the Violy, Byorum & Partners investment banking firm in New York, Muñoz's shift to branding and communications has been marked by remarkable success. His academic background includes an MBA from the Kellogg School of Management at Northwestern University and a Master in International Affairs from Columbia University, with studies in quantitative economics at Universidad de los Andes and The London School of Economics.

Now focusing on his groundbreaking work in Generational Brand Management, Muñoz resides in Greenwich, CT, with his family. Outside of his professional achievements, he enjoys spending time walking his energetic Vizsla and playing doubles squash, reflecting his dynamic and multifaceted approach to both life and work.

TEMAS

Juan Felipe tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Generational Brand Management
- New Media and Social Networks
- Effective communication
- Crisis management
- Digital marketing and Big data

PROGRAMAS

Generational Brand Management

How to to assist families in preserving and managing their legacy and surname following significant liquidity events. This unique approach ensures the longevity and relevance of a family's heritage, even when the traditional assets that once defined their legacy are no longer part of the family estate.

Business crises vs. political crises

How new media and interconnectivity cause a crisis to arise in the least expected place.

Digital Marketing- Social Networks as a source of information (big data)

What purpose do social networks serve as a source of information and micro-segmentation of the market?

Social Networks - New Media

What no one has explained to you and what you dare not ask. What social networks actually are and what new media represent, explained by someone who reached more than

400MM people with a tweet with the announcement of peace.

Traditional media vs. the new media

How to understand them, address them if you are the CEO and member of the board of directors.

CONDICIONES

- **Travels from:** USA
- **Fee Range:** Please Inquire
