

MAURICIO LEYVA

Global Business Leader | Former CEO & President | Expert in Corporate Strategy, Business Transformation, and Consumer Goods

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- Former CEO & President at industry giants including Keurig Dr Pepper, Grupo LALA, AB InBev, and SABMiller
- Proven track record in business transformation, leading large-scale integrations, digital innovation, and market expansion strategies
- Architect of the "From Dairy to Nutrition" strategy, redefining Grupo LALA’s market positioning and driving significant growth
- Key figure behind Dr Pepper’s rise to the No. 2 soda brand in the U.S., leveraging strategic marketing and distribution
- Senior Advisor at McKinsey & Company, guiding top global firms on corporate strategy, operations, and digital transformation
- Co-founder and CEO at Dainfern Capital

Mauricio is an accomplished executive with extensive experience in the beverage industry, both alcoholic and non-alcoholic, and over the last 20+ years, he has held leadership positions at Keurig Dr Pepper, Grupo LALA, ABInBev, and SABMiller, among others. Throughout his career, he has been responsible for driving growth, developing and implementing strategic plans, and leading successful transformations.

In his most recent role as Group President at Keurig Dr Pepper, Mauricio was responsible for integrating and merging Keurig Green Mountain and Dr Pepper Snapple into KDP business operations, culture, and financial synergies. He also developed a five-year strategic plan and financial algorithm for 2022-2027 commitment with the Board and external stakeholders. Under his leadership, Dr Pepper became the No. 2 soda brand in the United States through marketing strategy, acquisition of strategic distribution assets, and enhanced retailer engagement in North East, South West, and Central USA. He was also responsible for the development and implementation of the Digital Transformation agenda with $320 million investment and >$1 billion value creation in three years.

Prior to joining KDP, Mauricio served as CEO at Grupo LALA, the Pan-American dairy company. At Grupo LALA, Mauricio modernized the mindset of a traditional business by complementing new talent at C-suite +1 and +2 levels, operational transformation management and bringing world class execution standards. He also envisioned and created the new company strategy “From Dairy to Nutrition” which enlarged the business’ addressable market by 2.5x.

During the previous 15 years as President of the Middle Americas Zone at ABInBev, CEO Grupo Modelo and Chairman and CEO SAB Ltd, Mauricio oversaw operations in key markets, driving both top-line and bottom-line growth. His tenure at AB InBev was marked by his ability to integrate marketing prowess with operational excellence, resulting in improved market share and operational efficiencies. For example, he was responsible for enhancing the most valuable beer brand in the world – Corona. He developed the strategic positioning of “pride in origins” defending Mexico as its only source and created operational plans to export in a highly profitable manner to more than 150 countries.

Currently, Mauricio serves as a Senior Advisor at McKinsey & Company, leveraging his expertise to guide global consumer brands through corporate strategy, operational transformation, and digital innovation.

Mauricio is an active member of the Consumer Brand Association's Board of Directors. He holds a Bachelor of Business Administration from Universidad de Los Andes, a Postgraduate Business Diploma from ICN Business School, and has completed executive education programs at Stanford University and SAID Business School, University of Oxford. He is fluent in English and Spanish, and has advanced proficiency in French and basic proficiency in German.

TEMAS

Mauricio 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:

- Leadership
- Business Transformation & Growth Strategies
- Brand Positioning & Global Market Expansion
- Digital Transformation & Innovation in Consumer Goods
- Corporate Strategy & Leadership in Times of Change
- Mergers, Acquisitions & Post-Merger Integration

PROGRAMAS

Scaling Success: Transforming Brands & Businesses in Competitive Markets

How to drive sustainable growth through strategic positioning, operational transformation, and leadership agility in highly competitive industries.

From Dairy to Nutrition: Reinventing a Traditional Business for the Future

Lessons from Grupo LALA’s transformation—how rethinking market positioning and

consumer needs can expand business opportunities by 2.5x.

Winning in the Beverage Industry: The Story Behind Dr Pepper's Rise

A behind-the-scenes look at how marketing strategy, distribution expansion, and retailer engagement helped make Dr Pepper the No. 2 soda brand in the U.S.

Digital Transformation & Value Creation in Consumer Goods

Insights into how AI, automation, and digital investments can drive efficiency, consumer engagement, and billion-dollar growth in global companies.

The Power of Branding: How Corona Became a Global Icon

An in-depth exploration of global brand positioning, the importance of heritage marketing, and strategies for scaling brands internationally.

CONDICIONES

- **Travels from:** Mexico City, Mexico / New York, USA
- **Fee Range:** Please Inquire
