



FULNESS GUIDES PEOPLE • PEOPLE CREATE CULTURE • CULTURE DRIVES

MARKETING 101



TRUSTED ADVISOR AND EXECUTIVE COACH

As an award-winning Fortune 50 marketing executive from PepsiCo and Unilever, I've spent +30 years developing successful strategies and building impactful brands. I seamlessly integrate business strategy, creativity and analytics while driving performance with purpose. As a Servant Leader, I champion high performance teams, a culture of entrepreneurship and tackle complex growth challenges.

I am an International Coaching Federation, ACC Certified Executive Coach deeply committed to leadership development, positive role modeling, and coaching.

Beyond corporate, my personal journey with yoga opened my eyes to the transformative power of mindfulness. This led to my yoga certification and a deep conviction that mindful principles can revolutionize leadership and business. I call this **The Mindful Leadership Advantage.**



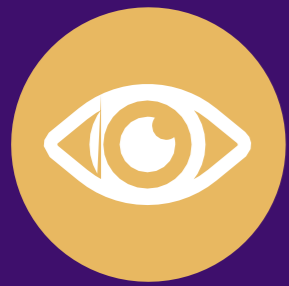
PEPSICO



Unilever

**MARKETING
HALL OF FAME**
AM> | New York





VISION

Mariposa Zenith believes that mindfulness and culture are the currency that propels both human and business capital.



MISSION

Like a Mariposa undergoes a remarkable transformation to achieve its full potential, we empower humans and business to reach new heights of achievement with an emphasis on mindfulness and culture enabling all to soar and reach their zenith.



VALUES

Integrity – Trust and Respect Above all

Authenticity – Genuine and Culturally Fluent

Belonging – United and Inclusive

Curiosity – Metamorphosis and Growth

Passion – Vibrant and Energizing

Perseverance – Driven and Resilient

MY SERVICES



LEADERSHIP DEVELOPMENT

ELEVATE INDIVIDUAL PERFORMANCE AND CAREER OUTCOMES

1. One to One Executive Coaching
2. Mindful Leadership Advantage Session
3. Career Development
4. Yoga and Meditation Teaching
5. Public Speaking



MARKETING STRATEGY

DRIVE BRAND INCLUSIVITY AND CULTURAL FLUENCY

1. Strategic Business Advisor
2. Hispanic Cultural Fluency
3. Inclusive Marketing Model
4. Team Training
5. Public Speaking

TODAY'S OBJECTIVE

Students will demystify marketing by breaking down complex business strategies into relatable concepts using pop culture touchstones.

WHAT IS MARKETING?

... At its heart, marketing is the art and science of connecting a product with the person who needs (or wants) it.

Think of it like being a matchmaker: You have to understand the product, understand the person, and figure out the best way to introduce them.

THE PERSONALITY: BRANDING AND IDENTITY



THE BLUEPRINT: 4PS OF MARKETING

What are you selling and why does it solve a problem?



How much does it cost?

Where can people buy it?

How do people hear about it?

EXAMPLES: STANLEY TUMBLERS



**The
New York
Times**

“Why People Are Camping Out at Target for the Valentine’s Stanley Tumbler”

“Influencer culture has been central. Content creators picked up on the bottle and began sharing it, particularly on TikTok and Instagram. #StanleyTumbler became a popular hashtag, used millions of times. The cup has become a fashion accessory and a collector’s item.”

EXAMPLES: STANLEY TUMBLERS

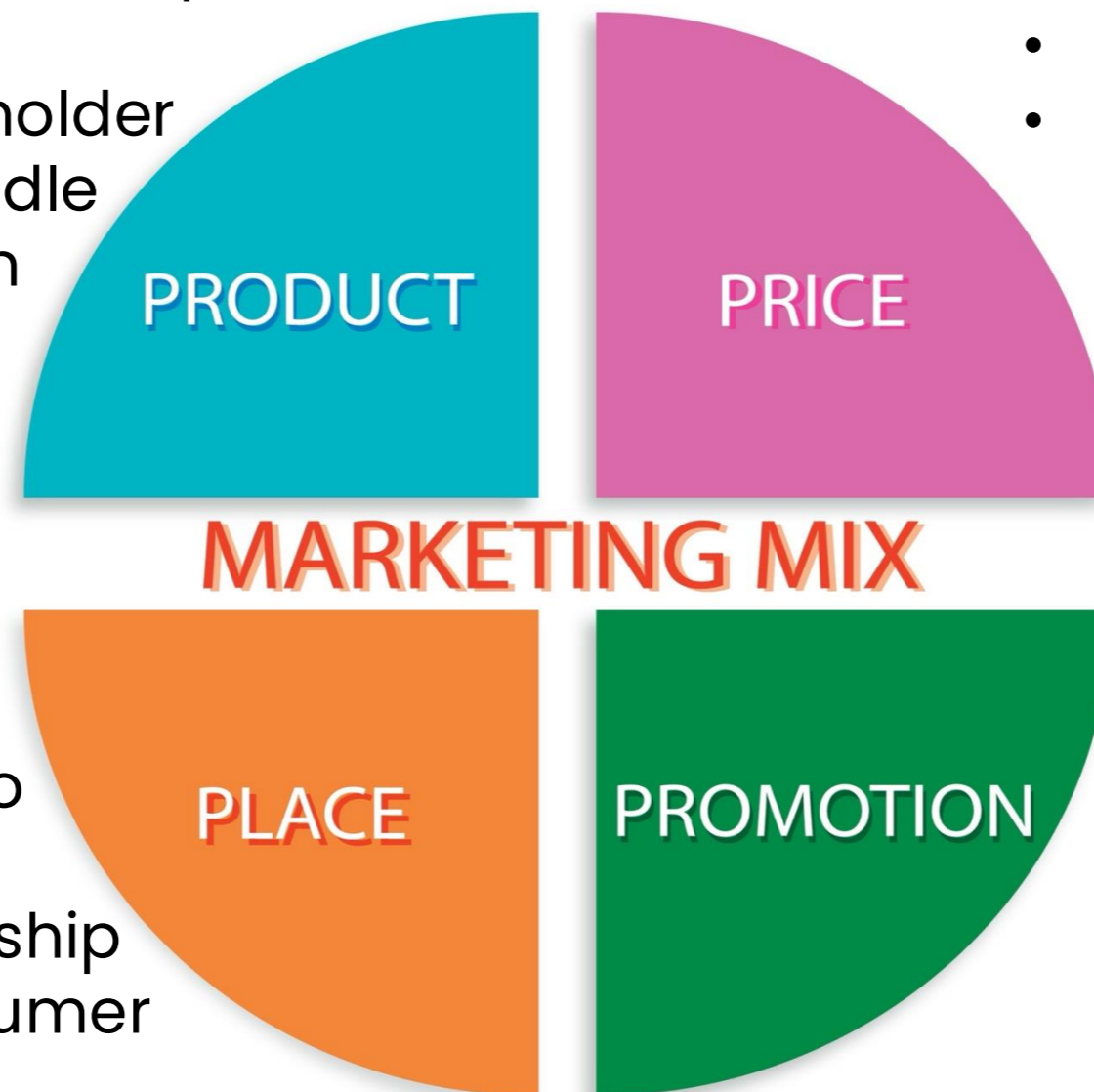


All day hydration with specific features:

- Fits in car cup holder
- Ergonomic handle
- Color revolution
- Built for Life

Accessible Luxury

- Priced \$35-\$50
- High Resale Value for LTOs



From Camping to Lifestyle:

- Target Partnership
- Direct to Consumer
- Amazon & SBX

From construction workers to influencers:

- Tiktok creators
- Scarcity and FOMO with LTO's
- Brand responsiveness online

EXAMPLES: STRANGER THINGS

**STRANGER
THINGS**

EXAMPLES: STRANGER THINGS

High quality show with 80's nostalgia
Visual identity that utilized the Netflix sound and color. Unique "Upside-Down" aesthetic, synth-heavy music

Netflix subscription!



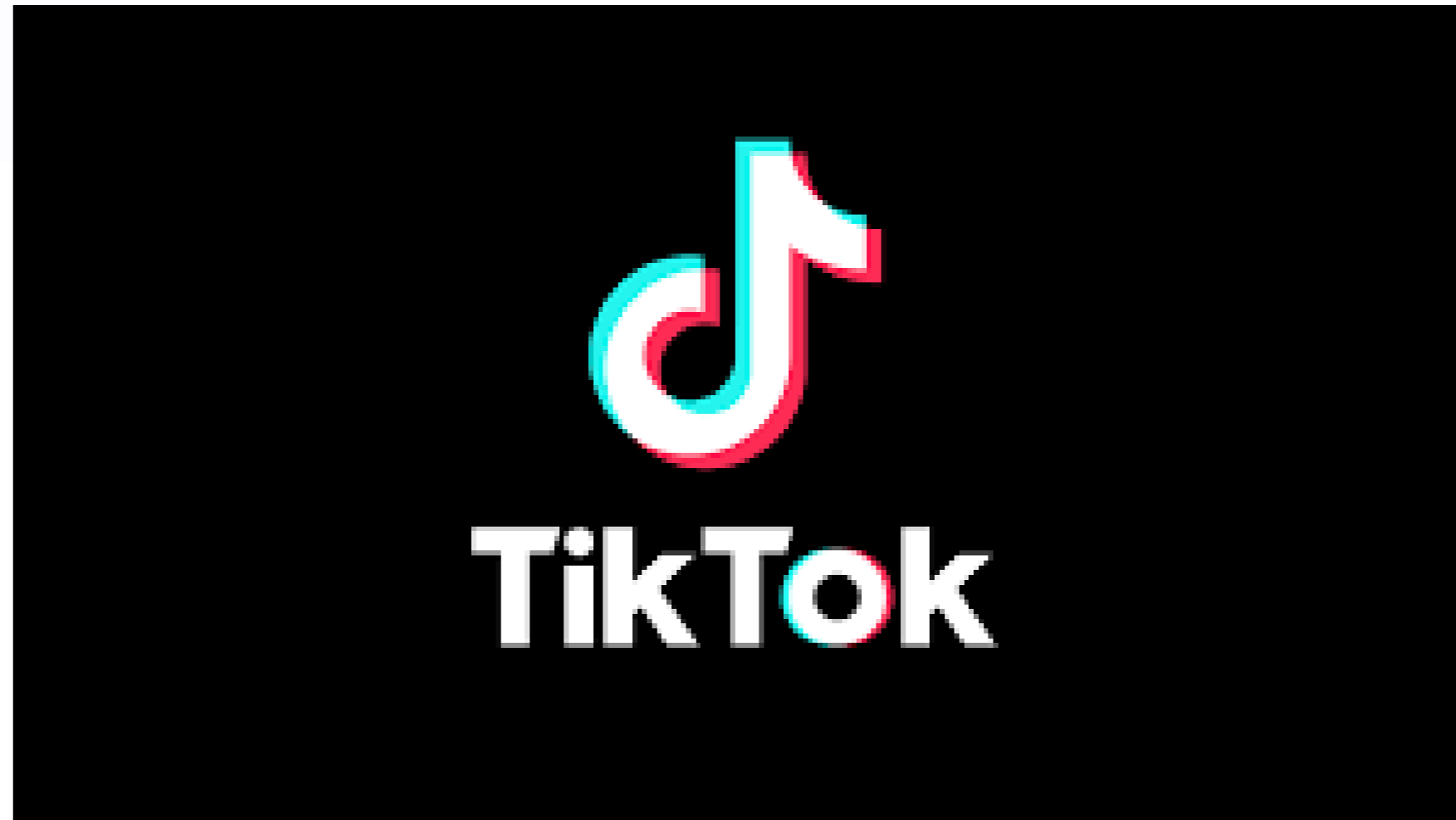
Netflix APP and experiences in malls

Brand collaborations with Eggo Waffles, Coca-Cola, NIKE

THE WHY BEHIND THE BUY: SOCIAL PROOF



TIKTOK MADE ME BUY IT



THE ROLES IN MARKETING

The Role	The Nickname	What they actually do
Market Research	The Spies	They gather data. They look at what competitors are doing and survey people to find out what high schoolers actually want (e.g., "Do they want more caffeine or better flavors?").
Brand Management	The Architects	They protect the "vibe." They decide the colors, the fonts, and the tone of voice. They make sure the brand doesn't do anything that feels "cringe" or off-brand.
Creative / Content	The Creators	These are the graphic designers, video editors, and writers. They make the TikToks, the YouTube ads, and the packaging you see on the shelf.
Digital / Social Media	The Hype Squad	They manage the Instagram, Discord, or X (Twitter) accounts. They talk directly to fans, post memes, and handle "customer service" in the comments.
Public Relations (PR)	The Bodyguards	They manage the company's reputation. If something goes wrong, they fix the story. They also reach out to news outlets and influencers to get "free" coverage.

THE ROLES IN MARKETING

The Role	The Nickname	What they actually do
Market Research	The Spies	Noticed that "nostalgia" and 80's vibes were trending (audiences were watching ET and Goonies).
Brand Management	The Architects	Ensured the "Netflix" sound and red logo appeared at the start of every trailer to build brand recognition. Created the Upside down aesthetic.
Creative / Content	The Creators	Created 1.5-3 minute trailers that were mini-movies, posters that looked like old VHS covers. Built the Upside Down in 3D for billboards in NYC.
Digital / Social Media	The Hype Squad	Leaned into fan theories about Vecna. Posted "spooky" memes on TikTok to get people talking before the premiere.
Public Relations (PR)	The Bodyguards	Partnered with Coke, Eggo Waffles and NIKE. Got the actors on The Tonight Show and Hot Ones to talk about the series.

IN SUMMARY MARKETING IS ART & SCIENCE

You have to understand the product, understand the person, and figure out the best way to introduce them.



MINDFULNESS GUIDES PEOPLE • PEOPLE CREATE CULTURE • CULTURE DRIVES BUSINESS

Commitment to Mindfulness

Mariposa Zenith LLC emphasizes the importance of mindfulness in enhancing business and human potential.

Building Strong Culture

A strong organizational culture fosters collaboration, inclusion, and drives success within teams and companies.

Achieving Greater Success

Embracing mindfulness and strong culture leads to increased productivity and overall success for organizations.

Creating Inclusive Workplaces

In the workplace, mindfulness fosters collaboration among teams, leading to higher employee satisfaction and well-being.





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THANK YOU!

