



**MENTORES FdE**

Club de Mentores de la Facultat d'Economia

## ***Belén Azorín***

Marketing Director at Grefusa

### **Curriculum vitae**

Belén holds a degree in Business Administration and European Business from the University of Valencia. She has over 15 years' professional experience in Marketing and Management in the consumer goods sector.

Between 2001 and 2008 Belén developed her career as Brand Manager at Arbora & Ausonia (P&G's Joint Venture in Spain). During that time she was responsible for managing several brands and business units.

At the end of 2008 she undertook a new endeavor as Category Manager at Grefusa, a Spanish snacks company. She has been Marketing Director since 2010. Her responsibilities include managing the different Business Units as well as Corporate Communication.

Belén is passionate about languages, traveling and learning. She has a degree in Neuro-Linguistic Programming by the AEPNL and a Master of Ericksonian Hypnosis.