



### *Curriculum Vitae*

## **Belén Azorín**

**Marketing Director & Founder, BAM Marketing**

Belén holds a degree in Business Administration and in European Business from the University of Valencia. She brings more than 25 years of experience in Marketing and Business Leadership within the FMCG sector, having led brands and teams at companies such as Arbora & Ausonia (P&G's joint venture in Spain) and Grefusa, where she served as Marketing Director.

In 2021 she founded BAM Marketing, where she works as an independent consultant supporting companies navigating leadership transitions or strategic shifts. Her focus is helping business leaders reach clarity in their marketing decisions and connect analysis, strategy and execution in a way that genuinely drives the business forward.

Curious by nature and passionate about learning, languages and applied psychology, she also holds formal training in Neuro-Linguistic Programming and Ericksonian Hypnosis, which she integrates into her mentoring and advisory work.

