

# Sebastian Reyes Gazitúa

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## Biography



Sebastian has a 20+ years background in FMCG business, where he held Senior Leading Positions for Unilever in local, regional and global roles, including general management experiences in key markets, and a wide range of product categories.

He has been based in Santiago, Buenos Aires and Sao Paulo, which provided him with a vast “live” experience on how to run large corporations in volatile economical environment, and different business cultures.

Sebastian brings an effective combination of general management experiences, strategic thinking, regional governance modelling, and passion for leadership development.

Born in Santiago de Chile in 1967, he studied in a German School, and then in the Economics & Management Sciences School of University of Chile, where he received my degree in Economy & Business Sciences in 1990.

He enjoys spending time talking and learning from his two children, Sebastian, an active 11 years old boy, and Magdalena, a lovely 9 years old girl, whom he tries to help them to develop their very own personalities, and sharing his passions.

Passionate for Enduro Motorcycling, he spends time during the weekends enjoying the blend of adrenaline and nature while riding the hills, at this time in the Andes mountains. He is an amateur photographer, a music fun and a wine lover. The latter lead him and a group of friends to set up a small organic wine business in Mendoza, Argentina.

By 2011, Sebastian founded The Simple Group Latin America, a consulting firm targeted to Large Corporations with growth ambitions in Latin America, aiming to help organizations to better connect the strategic planning with leadership capabilities; demystifying the need of complex planning processes, and re-rating the power of talent as key success factor.