

Pauline Avendaño, MBA

Director, Marketing & Communication – Herbalife Intl.



Pauline Avendaño is the Director of Marketing and Communication for Herbalife, International. In her role she is responsible for leading a thirty-eight member marketing & creative team, as well as developing and executing marketing strategies and programs that promote sales growth, brand equity, product adoption and company credibility for North America including the US Latino market, Puerto Rico, Canada and the Caribbean.

Ms. Avendaño has 16 years of success driving consumer adoption, market awareness, strategic partnerships and revenue growth for organizations including the Cisneros Group of Companies, Amadeus Global Travel Distribution, 20th Century Fox and Herbalife International.