

Marketing & Demand Generation Executive

Visionary leader with 25+ years of experience in the media technology sector, combining sales strategy and marketing expertise to grow revenue, expand international markets, and strengthen brand presence across the U.S., Canada, and Latin America.

Areas of Expertise		
• End-to-End Demand Generation Campaign & Event Management • Channel Partner Relations and Development • Driving Sales & Revenue Growth • Account Based Marketing	• Strategic Planning & Execution • Enhancing Brand Awareness and Market Positioning • Market Research & Data Analysis • Budget Management and Optimization • Corporate Communications	• Public Relations & Communications • Domestic & International Marketing • In Person and Virtual Events • Content Creation and Localization • Social Media Marketing

Professional Experience

Avid Technology, Inc., Burlington, MA Marketing Director – USA, Canada, and Latin America	2019 – 2025
• Delivered \$15M+ in pipeline and sales opportunities in H1 2025 by executing targeted demand generation campaigns across the U.S., Canada, and Latin America. • Orchestrated 100+ multi-channel campaigns in 2024, generating \$40M+ in pipeline while strengthening brand visibility and customer engagement throughout the Americas. • Partnered with channel teams to develop and launch co-branded campaigns, strategically managing MDF investments to maximize ROI and accelerate joint pipeline growth. • Spearheaded influencer program, leveraging account-based and digital marketing to elevate brand visibility and deepen audience engagement across the Americas. • Led planning and execution of major trade shows, road shows, and virtual webinars, aligned with ABM and digital strategies to drive measurable ROI and elevate brand impact in key markets. • Contributed to double-digit regional growth by aligning marketing strategy with sales priorities, expanding partner reach, and optimizing campaign performance across diverse markets.	

Avid Technology, Inc., Burlington, MA Senior Marketing Manager – Latin America	2009 – 2019
• Drove 15% YoY revenue growth and expanded market share by 5% through targeted regional campaigns and strategic marketing execution. • Led 40+ annual events and campaigns, including global activations for the 2014 FIFA World Cup, 2016 Olympic Games, CAPER, and SET, positioning Avid as a market leader across Latin America. • Revamped and localized Avid’s website and digital content for Spanish and Brazilian Portuguese audiences, enhancing regional relevance and user engagement. • Built and scaled Avid’s social media presence across LATAM, driving brand awareness and community growth through culturally tailored content. • Honored with the Avid Brick Achievement Award for exceptional marketing leadership and impact.	

Additional Experience

Ion Audio / InMusic Distribution, Ft. Lauderdale, FL

2007 – 2009

Director of Sales

- Delivered 20% YoY revenue growth by expanding distributor and dealer networks across the U.S.
- Developed and executed targeted sales and promotional strategies, increasing brand visibility and accelerating product adoption.
- Strengthened national retail presence by onboarding key accounts and optimizing channel performance.

RVR Electronica LLC, Miami, FL

2005 – 2007

Director Sales and Business Development

- Secured and expanded strategic accounts, driving double-digit revenue growth and increasing market share across Latin America.
- Grew distribution network by 30%, streamlining cross-functional sales and support operations to enhance partner performance and regional coverage.
- Strengthened customer retention and partner loyalty through tailored solutions and proactive relationship management.

The Broadcast Warehouse Inc., Miami, FL

2001 – 2005

Director of Sales and Marketing

- Expanded Latin American reseller network by 40%, driving a 10% increase in regional revenue and strengthening market share.
- Launched targeted sales programs and marketing initiatives that boosted reseller engagement and increased average reseller sales by 15%.
- Developed go-to-market strategies tailored to regional needs, accelerating adoption and brand penetration across key LATAM territories.

Sony Business & Professional Latin America (Sony BPLA) Miami, FL

1997 – 2001

Product Marketing Manager – Professional Audio Line

- Led marketing strategy and product positioning for Sony's Professional Audio line across Latin America, increasing market share by 12%.
- Partnered with regional sales teams to develop targeted marketing programs, driving revenue growth from key accounts and strengthening brand presence.
- Executed localized campaigns and product launches tailored to diverse LATAM markets, enhancing customer relevance and adoption.

Education

Bachelor of Science in Mechanical Engineering, Purdue University, West Lafayette, IN

Associate of Science in Applied Science, Purdue University, West Lafayette, IN

Associate of Science in Audio Engineering, Full Sail Center for the Recording Arts, Orlando, FL

Languages

Spanish and English – Proficient | Portuguese – Comprehension (Basic Understanding)

Technical Proficiencies

MS Office 365 | Teams | Workfront | Seismic | Marketo | Eloqua | Salesforce | SAP | Optimizely | 6Sense