

## **Flávia Segovia Badra**

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### **Marketing & Partner Ecosystem Leader | Enterprise & AI Strategy | Channel Growth & Demand Generation**

#### **Professional Summary**

Marketing leader with 15+ years of experience in Enterprise and B2B Marketing, specializing in partner-led growth, channel marketing, and demand generation for global technology companies such as Zoom, Poly, Huawei, LG, and Samsung.

Expertise includes:

- **Partner & Channel Marketing:** leading joint marketing initiatives with OEMs, CSPs, GSIs, distributors, and resellers to drive sales and pipeline growth.
- **Enterprise & AI Marketing:** building integrated hardware and software campaigns leveraging channel and sales strategies to generate scalable demand.
- **Sales Enablement & Joint Planning:** aligning with sales and channel teams for annual planning, MDF (Marketing Development Funds) execution, and ROI tracking.
- **Regional Leadership:** managing multicultural teams across Latin America with deep understanding of Enterprise and SMB markets.

Fluent in Portuguese and English, with proficiency in Spanish. Recognized for collaborative leadership, innovative marketing strategies, and consistent business impact.

#### **Key Competencies**

- Partner Marketing Programs
- Channel Marketing Strategy
- Enterprise B2B Marketing (Hardware, SaaS, AI)
- OEM, CSP & GSI Collaboration
- Demand Generation & Pipeline Growth
- Marketing Development Funds (MDF)

- Sales & Channel Enablement
- Joint Planning & Partner Communications
- ROI & Performance Marketing
- Strategic Alliances & Ecosystem Growth
- LATAM Market Strategy & Execution

## **Professional Experience**

### **Zoom | Enterprise /SMB Partner Marketing Manager – LATAM**

*Jan 2022 – Sep 2024*

- Led partner marketing programs across Latin America. Developed indirect marketing strategies for the main resellers and distributors in Latin America. Supported channel team to achieve quarterly goals by generation 14% of MKT sourced leads.
- Drove joint marketing campaigns with OEMs (Poly, Logitech, NEAT), distributors, and resellers, aligning ABM and channel digital campaigns for both SMB and Enterprise segments.
- Designed and executed AI-driven demand generation strategies integrated with enterprise sales motions for SMB (Zoom Meetings) and Enterprise Portfolio.
- Designed and executed AI-driven demand generation strategies integrated with enterprise sales motions.
- Lead partner marketing programs to support ecosystem business driving growth through strategic channel initiatives.
- Planned, executed and measured all channel marketing activities across Latin America channel ecosystem including presenting monthly webinars for partners in portuguese, english and spanish as well executed monthly communications calendar to educate, engage, and empower partners.
- Managed MDF allocation, partner enablement, and incentive programs across the LATAM ecosystem.
- Awarded *Outstanding Professional* (Jul/2024) for performance impact and channels leadership.

### **Poly | Marketing Manager – LATAM**

*Mar 2019 – Jan 2022*

- Built and managed the regional marketing and demand generation team, delivering consistent pipeline growth.
- Developed co-marketing strategies with distributors and resellers, including digital, events, and ABM campaigns.
- Implemented integrated campaigns targeting Enterprise accounts, increasing lead engagement and conversion.
- Collaborated with regional sales and channel teams to identify the most relevant partners for priority verticals across each product area.
- Drove marketing enablement and lead annual planning initiatives with targeted partner organizations.
- Created and managed communications that educate, engage, and move partners into the partnership program level.

### **Polycom | Marketing Manager – LATAM**

*2015 – Mar 2019*

- Localized and deployed global enterprise marketing campaigns in LATAM, working with sales and partners to drive regional adoption.
- Led lifecycle marketing programs (onboarding, incentives, retention), achieving +20% MQLs, +12% partner tier progression, and +15% partner-influenced leads.
- Selected for the company's high-potential talent development program.

### **LG Electronics | Channel Marketing Manager**

*Apr 2014 – 2015*

- Designed and implemented channel enablement strategies for SMB and Enterprise in Brazil.
- Delivered sales training and channel engagement campaigns to strengthen relationships with resellers and distributors.

### **Huawei | Channel Marketing Manager**

*May 2010 – Mar 2014*

- Managed channel marketing and product launches in Brazil in partnership with telecom operators and large distributors.

- Built and executed partner incentive programs and SMB strategies to penetrate large retailers.

**Samsung Electronics | Marketing Manager**

*Mar 2008 – May 2010*

- Developed go-to-market and channel marketing strategies for product launches in Brazil, collaborating with key accounts.
- Coordinated co-branded campaigns and promotional initiatives to accelerate channel sales.

**Education**

- Bachelor's in Marketing – Universidade Mogi das Cruzes
- Psychology Degree – Centro Universitário São Camilo
- Cognitive Behavioral Therapy Certification – PUCRS
- Global Business Management – University of California, Riverside
- Human Resource Management – UCD Dublin