

Carlos San Román Camacho

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Preferencias Salariales

No hay preferencias salariales cargadas

Experiencia

Oracle

ago 2010 - Actualmente
Mexico

MARKETING DIRECTOR

Create the demand generation and build pipeline for Oracle Systems products and solutions for Enterprise segment in Mexico. Re-build the Sun brand within Oracle product portfolio. Develop nad manage high profile enterprise events.

Maneja un presupuesto anual propio.

Advanced Micro Devices

mar 2009 - Actualmente
Mexico

COMMERCIAL SEGMENT DIRECTOR

Develop and increase market share with profitable growth in the commercial, government and enterprise segments through AMB based systems from MNCs in Mexico, Central America & the Caribbean.

In charge of developing and strengthening the alliances with key Multinational OEM like Hp, Dell, Lenovo, Sun Microsystems, IBM, Toshiba in all computer platforms.

Acquire, Develop and Retain government, enterpirse and mid market customers in all the region.

Develop and consolidate the commercial channel program in order to have a healthy run rate and project/bid balance in forecast.

In 2009 AMD Commercial had the best year in the last 3, achieving the 24% overall market share in desktop & laptop segments.

Won key deals as INEGI and SNTE (Teachers Union) that will increase our market share pu to 4% by the end of 2010

4 personas a cargo. Maneja un presupuesto anual propio.

Advanced Micro Devices, Inc.

oct 2002 - Actualmente
Mexico

MARKETING & PR MANAGER

Marketing Manager, GTM & PR Manager for Mexico, Central American and Caribbean.

In charge of implementing, creating, developing and supervising the marketing strategies and tactics for AMD business, strongly focused in Commercial and Distribution segments. Since Apr. '08 in charge of channel distribution marketing, growing the customer base (17K active customers), launched the new Partner Relationship Program, developing localized content. These activities, as well as promotions and impacting "centers of grativity" of competitor, led to have a 26% in Market Share in Q2 in Distribution.

Develop strategies and overachieving growth metrics in demand and lead generation campaigns for Commercial Segments along with MNC partners in the region. In 2007, AMD sold 1M+ processors for the first time, achieving a 25% overall market share and an historic 32% in commercial business, high rocketed by servers sales in corporate and business PC to Government.

Developed and implemented the VIP/AMD Aliance program for Mexico, that gathered the Top 50 VARs (corporate, mid market and government) in 2007, having incremental sales of AMD Opteron processors up to a 56% in 2 quarters. <http://www.amdcommercial.com/summit/VAR/ebblast/>

Developed and implemented a demand-generation direct marketing campaign targeting mid-market companies. In the 12-week campaign, AMD through business partners, sold almost \$700KUSD in PC & laptops and other half-million dollar in servers. The % efficiency of the marketing investment on the campaign was of 1.5%.

As part of this campaign, I generate the following success story with MVS Radio http://mx.youtube.com/watch?v=_DUGtP5s_sE

Created and implemented the First Energy Sustainable Forum in Mexico, that became the first effort in the Mexican IT Industry to show the corporate and government segments the offering of Green IT Solutions. The highlight of the event was a round table with General Managers of HP, Dell, Sun, VMWare, AMD and APC. <http://www.sustentabilidadenergetica.com/>

The planning and implementing with MNC always have been along with the sales manager, assuring the overall efficiency of the budget. This approach led us to sell, -through channel partners and direct- almost 50Ku. of PC to government in 2007 & 2008. Customers: SEP, CONAFE, SAT.

Successfully launched ground-breaking new products in Mexico, such as AMD Athlon 64 and AMD Opteron, milestones for the microprocessors industry (april & sept. 2004). Again, launching what is considered one of the best-selling processors in Mexico to date, AMD Athlon 64 X2 (may 2005).

Strategic vision in vertical markets, supported by business partners (channels). Direct relationship with corporate and regional Marketing and Sales management.

GTM Manager, implementing and localizing corporate marketing materiales and developing new deliverables to push sales in local markets.

Managing 5 agencies (PR, events, deliverables, telesales, demand generation programs)

Manage an overall Marketing Budget of \$2.5M USD

2 personas a cargo. Maneja un presupuesto anual propio.

Bumeran

feb 2000 - sep 2002
Mexico

DIRECTOR DE MARKETING Y RRPP

Launched this HR portal in Mexico. Low-cost, below the line positioning and branding efforts, led to have the #2 slot in Mexico among the category. Constantly grew the CV database -up to 200K in 18 months. Coordinated the marketing strategies with Corporate (in Argentina)

10 personas a cargo. Manejaba un presupuesto anual propio.

Globacom SA de CV

ago 1996 - ene 2000
Mexico

COMMUNICATION AND STRATEGY DIRECTOR

Creativity, Communications and Strategy director for IT accounts such as Microsoft (Mexico and LATAM), Telmex Corporativo, ACER, Softek, Xerox and Red Uno, among others.

Successfully launched and positioned in customers and business partners products as Office 97, Windows 98, Encarta 97-99 for Microsoft. -Launched "concept brands" such as Microsoft Intranet and MSND net.

Created (along with team) the new brand for Softek and Telmex Empresarial.

Developed Integrated Marketing Communications strategies, aligning advertising, web, PR and other marketing deliverables for each phase of the sales cycle.

15 personas a cargo.

Estudios

Universidad Autonoma Metropolitana

sep 1982 - mar 1987
Mexico

LIC. EN CIENCIAS DE LA COMUNICACIÓN (GRADUADO)

Area de estudio: Comunicación Audiovisual

Universitario **Promedio:** 8.5 (Escala: 1 a 10)

Conocimientos adicionales

Inglés: Escrito Avanzado , Oral Avanzado

Portugués: Escrito Básico , Oral Intermedio

Base de Datos: Manejo Intermedio

Herramientas Graficas: Manejo Avanzado

Office: Manejo Avanzado

Presentación / Bio

“ Guide and support leading IT companies to solidify its leadership or help innovative and dynamic companies from the industry to grow and find its place in the market in Mexico and Latin America. Share my experience and skills to positively impact on diverse targets -in all the sales and marketing cycles- such as end users, distribution channels, business partners, SMB, corporate, government, press, stakeholders and othe strategic audiences, with the commitment of overachieving the goals and metrics, securing the incremental growth in revenue, market share and top of mind.

Leadershipness, strategic, crative and team builder are my strengths. Self-motivated and goal-driven.

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