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DIGITAL INNOVATION & TRANSFORMATION EXPERT

Disruptive Strategies – Cutting-Edge Digital Marketing Plans – Brand and Consumer Applications
Brand Activation – Big Data Solutions – Social Applications – HD Touch Apps – Multimedia Content
Consumer Engagement – Technology Integration – Creative Writing – Cross-Functional Collaboration

Snapshot: A unique trajectory of leading award-winning projects and campaigns, integrating cutting-edge technologies, such as artificial intelligence, big data, and interactive tools, across multiple industries, including automotive, non-profit, beverage, banking, media and entertainment, consumer products, tourism, hospitality, and technology.

- **Transformation Leadership:** Led digital revolutionary initiatives and outlined strategic plans for digital projects, including virtual reality experiences, metaverse malls, and data-driven loyalty programs, ensuring impactful and engaging consumer experiences.
- **Multidisciplinary Leadership:** Directed diverse on and offshore teams of designers, developers, analysts, and advertising experts to create rich, engaging experiences, fostering consensus across departments.
- **Innovation Pioneer:** A published scholar constantly re-inventing himself, comfortable with paradigm shifts with a proven hands-on track record of many successful first-of initiatives.
- **Client Engagement:** Empowered clients with early adoption of new technologies, defining digital KPIs, and ensuring they met their objectives through strategic plans and innovation-driven solutions.
- **Big Data & Analytics:** Established and managed Big Data departments, developing tools to measure campaign results in real-time, maximizing investment, and integrating traditional and digital media.
- **Public Relations & Media Strategy:** Led high-profile projects and campaigns, achieving significant consumer engagement and brand visibility at local and global levels.
- **Creative Technical Integration:** Merged creativity with technology, producing interactive exhibits, augmented reality experiences, and digital applications that left lasting impressions on consumers.
- **Team Building:** Developed high-performance teams, created a culture of innovation, and unlocked roadblocks to ensure rapid project execution and delivery of exceptional digital solutions.

PROFESSIONAL EXPERIENCE

MUTINY LABS – San Juan, PR

Principal

January 2022 – present

Founded a consulting agency offering fractional Chief Innovation Officer expertise through consulting and production services to industry leaders. Supported by an award-winning team of experienced professionals catering to brands and agencies aiming to disrupt the traditional space.

- Created digital transformation projects, including reducing turnaround times from two weeks to one day for a multimillion-dollar advertising agency.
- Led initiatives for nonprofit entities, integrating AI tools to increase fundraising, developing content-sensitive platforms, and launching a virtual gallery to preserve African American culture.
- Conducted strategic planning for a social justice program and managed various big data and AI projects.
- Spearheaded the comeback of Cambio en Clave, a social-impact concept through salsa classes, including multi-channel strategies and creating a data-driven loyalty program with local business partnerships.

PROFESSIONAL EXPERIENCE

LOPITO ILEANA & HOWIE – San Juan, PR

Chief Innovation Officer

October 2018 – December 2021

Led technology projects to instill innovation, overseeing all strategic aspects of digital efforts and identifying new business opportunities for current clients and prospects. Supervised a group of vendors.

- Developed and executed the Big Data department, enabling enhanced data-driven decision-making.
- Tracked new technology developments to keep the organization and its clients at the forefront of industry standards.
- Empowered clients with early adoption of new technologies and innovations, aligning with their short-term and long-term objectives.
- Defined and ensured the achievement of clients' digital KPIs, supporting their success through strategic planning and supervision of the account team's digital efforts.
- Led projects integrating traditional and digital media, developing tools to measure campaign results and maximizing real-time billing efficiency.
- Created tools to evaluate real-time billing to optimize investment and improve financial performance.
- Supported client success by creating long-term digital strategies tailored to their objectives and ensuring effective implementation.

PIXELOGIC – San Juan, PR

Partner: Client Service and Strategies

August 2008 – December 2018

Founded and catapulted a digital agency that generated over 3000 projects, with more than 10% being large-scale projects for clients like Intercontinental Hotel Group, Hotels Indigo, Microsoft, Honda, Boys and Girls Club PR, Bacardi, Jose Cuervo, Open Mobile, Gustazos, Puerto Rico Tourism, Atención Atención, Cambio en Clave, and Oriental Bank among others. The agency won over 20 awards and became the first Google Certified Agency in the Caribbean. Directed a team of 24 employees and two offshore teams that led the agency to success.

- Developed the Hotel Indigo Neighborhood Guide, leveraging IMD, an award-winning interactive tool (multi-language HD Touch App) deployed in over 60 hotel lobbies worldwide, enabling guests to see and share experiences.
- Piloted Toyota's "Cartas Exquisitas," a crisis-management and inspirational User Generated Content (UGC) campaign with real-time brand sentiment uplift efforts and analysis.
- Formulated "Tecno Cake," incorporating interactive tools (Google Glass, Oculus Rift, Makey Makey, Makerbot, and Mobile Augmented Reality) to connect with audiences, accelerate ROI, and enhance brand value. Creating an outlook of long-term innovation.
- Served as part of the Government of Puerto Rico Data Task Force to promote hackathons and the outcomes of juventudpr.org, a portal with an interactive map of over 2000 youth development organizations and numerous community projects, achieving an ROI of 422%.
- Led multiple projects for banking and automotive brands such as Doral Bank, Oriental Bank, Toyota, Lexus, Ford, and Scion.
- Served as the executive producer of the "El Pozo" album for the singer Mima.
- Managed the agency's successful acquisition thanks to an unstoppable growth and impeccable reputation.

PROFESSIONAL EXPERIENCE

NOBOX MARKETING GROUP – Guaynabo, PR

EVP and CTO

August 2003 – August 2008

Managed key accounts such as Microsoft, Banco Popular de Puerto Rico, Copa Airlines, Mozilla Firefox, Toyota, and Lexus. Successfully brought in several global accounts, doubling the agency's revenue. Served as the middle-end and tech lead for pioneering initiatives, driving the adoption of cutting-edge technologies to enhance client service delivery.

- Led development and implementation of several firsts in the Caribbean, including the First Expandable Banner (with Point Roll), Interactive Wallpapers, Verizon's Plan Wizard, and Scion's Build Your campaign.
- Directed projects such as the Mozilla Firefox Download Day Guinness World Record and pre-programmatic browser targeting Mozilla, earning the coveted Webby Award.
- Fostered a culture of creativity and experimentation, encouraging the exploration of new advertising mediums and technologies.
- Implemented advanced data analysis techniques for campaign management, data analysis, and client reporting to measure campaign effectiveness and optimize future strategies.
- Integrated digital platforms and tools to create a seamless workflow and enhance client service delivery.
- Oversaw the implementation of robust cybersecurity measures to protect client and agency data.

EDUCATION

University of Phoenix – [Master's Degree in eBusiness](#)

University of South Carolina – [Postgraduate, New Media Studies](#)

University of Puerto Rico – [Bachelor's Degree in Business Administration, Marketing](#)

ADDITIONAL INFORMATION

Recognitions/Awards:

- ✓ SME Top Management
- ✓ SME Digital Awards
- ✓ Webby Award
- ✓ Ad Age Magazine
- ✓ Digiday
- ✓ Davey Award

Past Engagements: Board member, Infopaginas; Board member Instituto del Desarrollo de La Juventud

Technology: Google Workspace, MS Office Suite, Notion (Advanced Certifications), Adobe Creative Suite, Black Magic DaVinci Resolve and ATEM platforms.

Languages: English and Spanish