



Juan C Sánchez (Gino)

Juan Carlos Sánchez AKA Gino is a **digital strategist** with more than **2 decades of experience** developing digital marketing campaigns, brand, and consumer applications, Big Data, social applications, HD touch apps, and multimedia content for **leading global and national brands**. He has been **recognized** by Advertising Age Magazine, Digiday, Davey Awards, Nielsen, and The Webby Awards for his **innovative** and **impactful work**.

Gino has a **proven track record of success** in increasing consumer engagement and **redefining** the **communications business** in Puerto Rico. He has worked with **various industries**, including automotive, beverage, banking, media and entertainment, consumer products, tourism, hospitality, and technology.

As a **technology advocate**, Gino has led teams of designers, developers, analysts, programmers, and advertising experts to **create rich, engaging, and unforgettable digital experiences**. He's been involved in several **high-profile projects**, including Mozilla's Firefox Download Day campaign, which broke the **Guinness World Record** for most single downloads of a software in a 24 hour period, and Hotel Indigo's Interactive Neighborhood Guide, a multi-language HD Touch App that has been **deployed around the world** in over 60 hotel lobbies.

Known for balancing visionary thinking with practical execution, Gino emphasizes flexibility in team roles, while maintaining clear strategic direction. His adaptable

leadership style has made him an influential figure in the industry, consistently driving success in fast-evolving digital landscapes.