

DIEGO FERNANDEZ

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EXECUTIVE SUMMARY

Senior marketing leader with 20+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Product Marketing	Go-to-Market	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

NextGen Technologies | 2004 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 991+ employees
- Delivered \$7M+ in annual revenue growth through strategic product marketing implementations
- Built and led global teams of 18 professionals across 4 countries
- Reduced operational costs by 23% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | University of Pennsylvania | 2002

Bachelor of Science in Business Administration | University of Pennsylvania | 2000

Professional Certifications:

- Salesforce Marketing Cloud
- Google Analytics Certified
- Adobe Certified Expert