

ALEJANDRO RUIZ

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EXECUTIVE SUMMARY

Senior marketing leader with 23+ 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

Marketing Manager

IBM | 2001 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1609+ employees
- Delivered \$8M+ in annual revenue growth through strategic product marketing implementations
- Built and led global teams of 16 professionals across 7 countries
- Reduced operational costs by 38% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

MBA | London Business School | 1999

Bachelor of Science in Psychology | London Business School | 1997

Professional Certifications:

- HubSpot Content Marketing