

Contact

mateoarjona@strategiee.us

www.linkedin.com/in/mateoarjona
(LinkedIn)

www.mateoarjona.com (Personal)

www.strategiee.us (Company)

Top Skills

Market Research

Marketing Strategy

Management Consulting

Languages

Spanish

French

English

Certifications

Marketing Metrics & ROI

Storytelling

Psychology and Consumer Behavior

Marketing Management

Digital Marketing Excellence
Program

Publications

RESEARCHING THE MARKET
TO TAKE ADVANTAGE OF US-
COLOMBIAN FTA.

Mateo Arjona

Executive Vice President at Strategiee

Colombia

Summary

Executive Vice President & COO at Strategiee, responsible for AI & Data, Saas, Market & Marketing Research, Marketing Software Development, Marketing Consulting, Digital Marketing and Executive Education in the US, Caribbean, Central America and Colombia.

Member of the Board of Directors of companies in the US and Latin America.

Marketing Management Consultant in the topics of: Branding, Pricing, Competitiveness, Segmentation & CRM, Service & UX (User Experience), Digital Marketing and Digital Business Models.

Professor of Marketing for Colombian and USA Universities.

Professional studies in Economics, Business/Managerial Economics and MSc in Marketing with emphasis on Brand Management.

More than 12 years of experience in Marketing, 50 projects successfully conducted in 15 countries for companies USD 1 Billion+ (revenue).

Speaker in national and international conferences in topics such as: Leadership, Innovation, Management and Marketing.

Executive education in: International Marketing Management, Trade Marketing, Branding, Market Driven Strategy, Pricing & Value for Money, Innovation, Marketing Metrics & ROI, Psychology and Consumer Behavior & Digital Marketing.

Active Member of the AMA (American Marketing Association), DMA (Direct Marketing Association) and the MRA (Marketing Research Association).

Experience

Indualpes

Executive Board Member

January 2018 - Present (2 years 2 months)

Colombia

Strategiee

10 years 2 months

Executive Vice President

September 2019 - Present (6 months)

Worldwide

Member of the Board of Directors

January 2010 - Present (10 years 2 months)

Colombia

CMO

May 2016 - September 2019 (3 years 5 months)

Colombia

South America, Central America, Caribbean and North America

Associate Vice President Marketing

March 2015 - May 2016 (1 year 3 months)

Boca Raton, Florida. USA

South America, Central America, Caribbean and North America

General & Operations Manager

January 2012 - March 2015 (3 years 3 months)

Delray Beach

T&T

Member of the Board of Directors

January 2015 - Present (5 years 2 months)

Lufemo Commercial

Member of the Board of Directors

December 2013 - February 2015 (1 year 3 months)

Mercadeo Estratégico

4 years 6 months

Marketing Analyst II

January 2011 - January 2012 (1 year 1 month)

Analysis of Market Research results.

Marketing Analyst I

August 2007 - January 2011 (3 years 6 months)

Analysis of minor Market Research results.

Education

Florida International University - College of Business

Certificate, International Marketing Management

Universidad EAFIT

Economics, Business/Managerial Economics

Universidad EAFIT

Master of Business Administration - MBA, Marketing