

SERGIO TANG SÁNCHEZ, MBA, PMI-ACP

DIRECTOR OF GROWTH MARKETING

DEEP EXPERTISE IN:
INNOVATION, PRODUCT & MARKETING.

LECTURING POSTGRAD GROWTH MARKETING &
DATA STORYTELLING COURSES.

WWW.SERGIOTANG.WORK



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Education & Professional Development

- **Master of Business Administration - Corporate International (CIMBA)**
 - ESADE Business School, Spain • Georgetown, USA
 - **Marketing Management Diploma**
 - CENTRUM Business School, Peru
 - **Finance Degree**
 - San Ignacio de Loyola Institute, Peru
 - **Bachelor of Business Administration**
 - San Ignacio de Loyola University, Peru
 - **Agile Certified Practitioner (PMI-ACP)[®]**
 - Project Management Institute
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Career Overview



2023-Present

Strategic Digital Consultant & Founder



2023-Present

Forbes Technology Council Member & Contributor



Vivela

2021 - 2023

Chief Transformation Officer & Head of Product & Growth



Pamer
CORPORACIÓN EDUCATIVA

2021

Director of Marketing, Innovation, & Technology



FANDANGO

2017 - 2020

Director - Marketing, Sales, & Partnerships

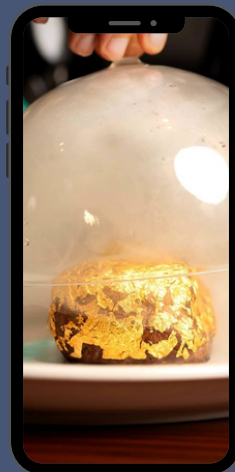
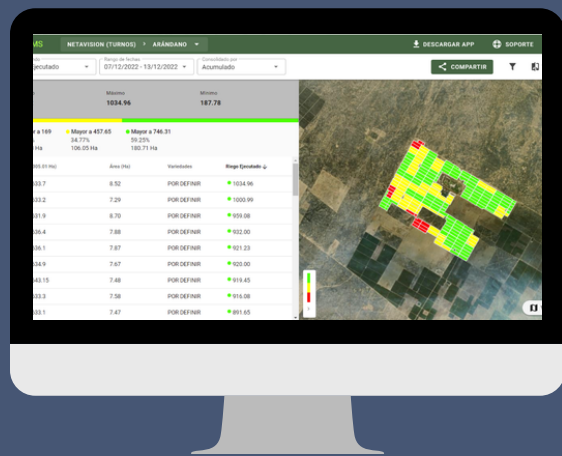


2017

Digital Project Manager

Strategic Consultant & Founder

- Founded a marketing consulting firm specializing in SEO, paid media, digital strategy, human-centered design, and data experience.
- Worked with clients in versatile verticals, including retail, car rental, FMCG, luxury hospitality, and manufacturing across the US, EU, and Latin America.
- Worked with SpaceAG as their fractional Chief Growth Officer.
- Worked with Pasaporte Studio as fractional Media Director.



2015 - Present

Chief Transformation Officer/ Head of Product & Growth

- Rebranded miCasita to Vivela.lat
- Increased lead generation by 50% MoM
- Skyrocketed online presence by 1,000%
- Captured 7% market share
- Slashed CPL (cost per lead) by 50%
- Led a team of 20 design, product, engineering, marketing people
- Coordinated efforts with media, creative and PR agencies.
- Awarded Global Chief Transformation Officer of the Year
- Featured in Entrepreneur.com & TechTimes.com



Director of Marketing, Innovation, & Technology

- Developed Innovation Lab from scratch attracting best-in-class talent (70+ people headcount)
- Led 7 Product Owners and their squads.
- In charge of marketing, product, technology, contact center, sales, agile.
- Cut operating costs by \$1M
- Revamped LMS and intake platform future-proofing organization for online learning
- Created +\$12M in new revenue streams, an asynchronous learning platform, an e-commerce, a tutoring platform.



2021

Director of Marketing, Sales, & Partnerships - LATAM

- Overhauled Marketing, Content Production, and Advertising Sales across 18 countries
- Secured \$20M in free media through strategic insights partnerships with Disney, WB, Universal, Paramount, Sony, Indie studios, Apple, Google, Meta
- Increased YouTube subscriptions by 4,400%
- Increased Facebook and Instagram followers by 1,000%
- Increased site traffic by 1,000% with top 3 search ranking for every keyword, Google, Meta, Twitter, OOH, TV, Radio campaigns.



2017-2020

Digital Marketing Manager

- Scaled LATAM traffic by 100-1,000% with \$1.5M budget
- Launched Mexico and several latam countries increasing market penetration by 50%
- Launched YouTube Channel achieving 500K followers from scratch.
- Expanded content with 20 articles per day, 5+ videos per week, and 2M extra content pageviews per month.
- Completed MBA
- Awarded 2019 "Top Digital Leader"
- Recognized as 2018 "The Most Digitals"



2017-2020

Digital Marketing Lead

- Increased ticket sales by +50%
- Launched Nicaragua, Dominican Republic, and Panama
- Increased adspaces inventory and launched App based spaces.
- Revamped CDP platform.



2017-2020

Digital Marketing Chief

- Increased Google search ranking to 1st page
- Created ad-sales department generating 6-figures in new revenues
- Single handed digital marketing execution implementing campaigns in Google, Meta, Twitter, programmatic.
- Implemented Google for publishers ad server and header-bidding stacks. with VAST tags and connected to several SSPs.



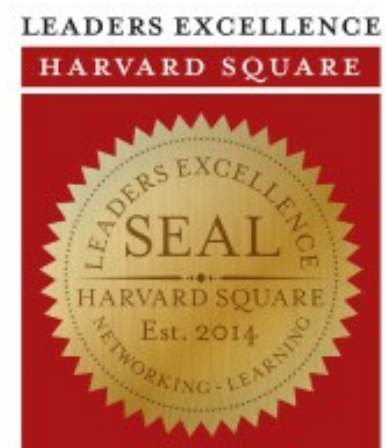
2017-2020

Affiliations



Board of Advisors

Headline Bulletin (hbuk.co.uk) since 1996 is one of the oldest premier sources for research, business, and technology news. As Advisory Board Member, I help oversee the integrity and partnership opportunities for the network.



Certified Member (CM)

Leaders Excellence at Harvard Square



Judge

International Business Excellence Awards
By Awards International

What Others Say

Sergio is passionate about learning and applying new tech and growth techniques in achieve deals in order to get the brand and product to the next level. Thanks to him we reached and passed 10Million+ a month users in Latam

- Sebastian Valenzuela, SVP General Manager,
Fandango Latam



What Others Say



I have known Sergio for a little over a year when the CEO decided to bring him to the company. I worked side by side with Sergio on different committees (Digital Transformation, Risks, Credits, Management, and Board meetings) Sergio Tang is not only incredibly qualified and adept in product and growth management, he is also a bright and curious person who is a joy to work with.

- Miguel Ikehara, Operations & Technology
Manager, Vivela

What Others Say

Sergio is one of the top-level professionals in all aspects, technical, human, and strategic. These three pillars in his profile are the explanation for his rapid rise in the corporate world in an industry as competitive as digital. In addition to this, he is an excellent negotiator and, without a doubt, a desirable executive for any corporation that wishes to increase its revenue margins through a digital transformation process.

- Javier Barraza, Director, Spider



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