

# Fabián Alejandro Santana Márquez

Manager with a diversified experience in marketing strategy, business development. Self-starter & proactive, comfortable managing risk and uncertainty, able to function on high pressure and fast changing environments. Highly effective communicator in oral, written and social media. Experience developing content and handling multi-media platforms. Highly structured with broad experience in developing economic and strategic analysis. Experience working with C-level & VP-level executives from Fortune 500 companies as well as senior government officials in multi-cultural, multi-stake holder environments.

## Experience

### ProMexico

**Senior Account Manager, New York, USA. April 2010 - September 2015**

**Business Development and Marketing for the Mexican Government in the US.**

- Advised in the deployment of over a billion \$USD of investment projects for US, European and Japanese firms across a variety of sectors including energy infrastructure, automotive, aerospace, machinery, and consumer products. Worked with multi-stakeholders including Investors, real estate industrial developers, shelters, federal, state & local governments and industrial promotion agencies..
- Led a supply chain optimization with American supermarkets in the US Northeast looking to integrate supply channels of sensitive products. Achieved reduction of sourcing costs and sanitary risks through better traceability and elimination of intermediaries.
- Led country-brand promotion efforts on high visibility programs with partners such as the Museum of Modern Art (MoMA) in New York, which resulted in multi-million dollar media coverage on luxury markets.
- Lead coordinator of promotional Visits of State for several Latin American Presidents as well as country-brand events targeted at CEO's of Fortune 500 companies.

### Business Executive (Traineeship) Madrid, Spain March-December 2009

- Market research for Type III medical devices on clinical trial phases, working with European Pharmaceutical and Medical - Device companies interesting in licensing patents developed in Mexico.
- Opened communication channels with the 10 largest pharmaceutical groups in Europe and the Mexican medical research network.

### Freelance Photography and Retouching director

**Worldwide, 1999 - To date**

Freelance Fashion & Commercial Director of Photography

Portfolio: <http://www.fabiansantana.net/>

- Directed advertising campaigns on fashion industry. Broad experience managing on-set teams of producers, models, creative artists and collaborators.
- Industry expert skill levels for advertising, commercial and product photography. Used to driving high performance teams in a high pressure environments. Industry expert skill levels for advertising, commercial, product and fashion retouching. Proprietary workflows designed and implemented on high volume, high turnaround workflows.
- Broad expertise as imaging and photography instructor on higher education institutions as well as standalone industry events and seminars in Mexico and the US.