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ALEXANDRA RUIZ SANCHEZ

Growth Marketing & CX Executive
Data-Driven Strategy, Digital Transformation &
Business Acceleration

CORE EXPERTISE

- Strategic Growth & Transformation Leadership
- Brand, Marketing & Business Strategy
- Stakeholder, Government & Public Affairs Relations
- Investment Promotion & Partnership Development
- Digital Innovation & MarTech & AdTech Integration
- Data Analytics, Insights & Performance Optimization
- Customer Experience (CX), CRM & Loyalty Strategy
- Sustainability, ESG & Corporate Reputation
- Organizational Design, Talent & Culture Development
- P&L, Budget & Resource Governance

EDUCATION

MBA | Neuromarketing
OBS-Universitat de Barcelona

BA Business & Marketing
Universidad del Este

Biology
Universidad de Puerto Rico

PROFESSIONAL AFFILIATIONS

Society of Marketing Executives
(Puerto Rico), current Board Member

Women Leading Tourism

LANGUAGES

English
Spanish

PROFESSIONAL SUMMARY

Award-winning marketing and business development executive with over 15 years of experience leading growth, transformation, and innovation across mobility, tourism, and consumer industries. Combines strategic vision, data-driven execution, and cross-sector collaboration to deliver measurable business and economic impact. Recognized for building high-performing teams, leading complex organizational change, and advising senior leadership on marketing, public policy, and sustainability. Proven success developing global brands, modernizing MarTech and AdTech ecosystems, and shaping partnerships that drive competitiveness, digital acceleration, and long-term value creation.

WORK EXPERIENCE

January 2025- October 2025

Bella Group| San Juan, PR

VICE-PRESIDENT OF MARKETING

- Led corporate marketing, communications, and customer experience strategy for a diversified mobility group spanning automotive, power equipment, CSR and hospitality. Oversaw all automobile brand, retail, digital, and performance marketing under the Flagship network.
- Designed and executed a strategic marketing investment restructuring that reduced costs and redirected resources toward paid media, accelerating digital audience growth and improving full-funnel performance.
- Implemented a strategic team optimization initiative to streamline operations, foster cross-functional integration, and achieve measurable efficiency gains across the marketing organization.
- Directed \$9 MM in marketing investments, achieving significant efficiencies through centralized media governance and cooperative fund optimization.
- Supported stakeholder and legislative relations, collaborating with OEM partners, government agencies, and industry associations to promote safety, sustainable mobility, and local entrepreneurship.
- Served as executive sponsor for ESG and community initiatives, reinforcing Bella's corporate citizenship and industry leadership.
- Built organizational capability, founding Bella Marketing University and Marketing Fuel Chats to mentor emerging talent and foster innovation.
- Advanced business diversification initiatives into hospitality and experiential ventures, such as Sports, MarTech and AdTech ventures.
- Modernized marketing infrastructure, integrating real-time dashboards to optimize CRM use, improving Marketing Attribution and ROI.

August 2021- January 2025

Puerto Rico Tourism Company | San Juan, PR

CHIEF MARKETING OFFICER

- Spearheaded the global repositioning of Puerto Rico's tourism brand, attracting record visitor investment and international media exposure.
- Managed a team of 42 among 6 divisions- Communications, Advertising, Special Events, Regional Offices, Air & Maritime Access, and Tourism Operations, cultivating a collaborative and high-performance culture through regular mentorship and development programs, boosting efficiency and team alignment with strategic goals.
- Oversaw a \$65MM budget and additional \$20MM federal grants, achieving a 15% savings year-over-year by optimizing RFP processes and enforcing competitive practices.
- Represented the agency as secondary spokesperson across media and industry platforms, amplifying executive communications and advancing stakeholder engagement objectives.
- Advised public agencies and legislators on tourism incentives, investment readiness, and sustainability frameworks, and how to amplify these initiatives via a robust marketing strategy.
- Led strategy that strengthened air and maritime connectivity by 72% (vs 2019), expanding access to 54+ destinations and enabling sustained tourism growth, and supporting these partnerships via holistic cooperative agreements and media plans.
- Led the strategy and execution of global events and meeting forums abroad, including executive agenda, marketing initiatives, delegation management and exhibit stands, such as FITUR, FIT, Seatrade Global, Seatrade Med, Routes America, Routes World, World Travel & Tourism Council, UNWTO, CAPA Aviation, ANATO, among others.
- Expanded the "Voy Turisteando" brand through rebranding, digitalization, and the launch of a mobile app with Puerto Rico's first tourism loyalty program. This award-winning campaign led to 16 accolades, including Best UX/UI and Brand of the Year in Cúspide Festival.
- Successfully rebranded and relaunched all 12 institutional programs, including AgroTourism, Sports Tourism and EcoTourism, and led affiliate growth initiatives for these as part of an expansion strategy.
- Conceptualized and organized partnerships, sponsorships and proprietary events, such as the "Next: Puerto Rico Tourism Summit," "Tourism Innovation Summit", and "Puerto Rico Sí"- educational programs and research initiatives, further promoting tourism sector growth and knowledge-sharing. These programs trained over 20,000 professionals and investors within Puerto Rico's tourism ecosystem in Quality of Service best practices.

August 2018- August 2021

Contáctica | San Juan, PR

MARKETING & COMMERCIAL DIRECTOR

- Led Business Development initiatives tailored to the Puerto Rico market. Offered a spectrum of services ranging from fractional/outsourced marketing management to comprehensive advertising solutions.
- Managed expenditures exceeding \$4MM across working and non-working budgets for various Consumer Packaged Goods (CPG) brands.
- Delivered exceptional results, evidenced by a remarkable 257% income growth since assuming the role and achieving a record-breaking 23% net profit for FY21.
- Formulated omni-channel marketing strategies with a digital-first orientation to empower brands, orchestrating meticulously planned campaigns and tactics that consistently surpassed client Key Performance Indicators (KPIs) and elevated overall satisfaction.
- Supervised a team of five direct reports from diverse business units including Data Intelligence, Media, AdTech, and Web/Audiovisual Production.
- Played a pivotal role in optimizing company-wide processes and internal planning, actively contributing to strategic projects aimed at fostering an enriching company culture and expanding regional market presence beyond Puerto Rico.
- Nurtured and sustained robust relationships with key stakeholders from notable companies such as Pepsico Puerto Rico & Eastern Caribbean, Doordash, Mighty Swell, and Barilla.
- Proactively identified opportunities to expand account scope and spearheaded the initiation of new projects and campaigns to drive continued growth and client satisfaction.

August 2016- August 2018

Grey Group | San Juan, PR- New York, NY

SENIOR ACCOUNT MANAGER

March 2013- August 2016

J. Walter Thompson | San Juan, PR

SENIOR ACCOUNT MANAGER

October 2006- March 2013

James Thordsen Inc. | San Juan, PR

ACCOUNT EXECUTIVE

- Progressive leadership roles delivering 360° marketing, creative production, and brand activation in local and global advertising agencies, for major clients including Walgreens, T-Mobile, Nestlé, Banco Popular, Kraft Heinz, and Stellantis (Chrysler).
- Led the charge on diverse 360-degree campaigns and strategic maneuvers, seamlessly blending offline and online tactics for impactful brand advertising.
- Managed and allocated budgets up to \$10MM.
- During tenure at Grey Group, spearheaded a remarkable \$950K increase in sales within 15 months, while achieving a 9% cost reduction compared to the previous year and a 5% increase in ROI.

AWARDS AND ACCOLADES

CANNES LIONS

My Bank, My Space (Banco Popular) 2014

The Greatest Battle (Susan G. Komen) 2015

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL (HSMIAI)

Pasaporte a la Aventura

- Best Digital Innovation, Gold, 2024
- Integrated Business to Consumer Campaign, Silver, 2024
- Technology, Bronze, 2024

Puerto Rico Sí: Calidad de Servicio 100x35

- Integrated Business to Business Campaign, Gold, 2024
- Integrated Environmental, Social, Governance (ESG), Silver, 2024

Verano Infinito

- Integrated Business to Consumer Campaign, Bronze, 2024

Puerto Rico Sports Tourism Program

- Integrated Experiential Marketing Campaign, Bronze, 2024

Cultural Tourism Program

- Corporate Social Responsibility, Bronze, 2024

Destinos Verdes (Sustainable Tourism Program)

- Integrated Environmental, Social, Governance (ESG), Silver, 2024

SUNCOAST EMMYS

Shortlist, Religion- Short Format Content, 2023 & 2024

WOMEN LEADING TOURISM

Distinguished Leader of the Year, 2024

UN TOURISM AWARDS- AMERICAS REGION

Exceptional Sustainable Tourism Program, 2021

SME PUERTO RICO

Una Isla 78 Destinos

- Gold, Multichannel Marketing, 2022
- Silver, Experiential Marketing, 2022
- Bronze, Social Media Marketing, 2022

Tumba La Tiraera

- Influencer Marketing, 2022

Ruta de Turismo Religioso

- Bronze, Branded Content Series, 2023

Pasaporte a la Aventura

- Gold, Digital User Experience and Interface Design (UX/UI), 2024
- Gold, Tech Solution Development, 2024
- Silver- Multichannel Marketing, 2024

PREMIOS CÚSPIDE

PUERTO RICO ADVERTISING ASSOCIATION

Voy Turisteando- Una Isla 78 Destinos

- Silver, Communication Results, 2022
- Bronze, Promo Activation & Business Results, 2022

Voy Turisteando- Isla Aventura

- Silver, Integrated Marketing Campaign, 2023

Voy Turisteando (brand)

- Gold- sustained success 3+ years, 2023