

ALEXANDER SCHEK

- Executive with 22+ years leading international sales, business development, and market expansion across Latin America, driving revenue growth, securing strategic partnerships, and strengthening brand performance across B2B and B2C.
- Certified in Big Data and Generative AI, with hands on experience applying AI ethically to support business strategy, executive decision making, and commercial results
- Fluent in English, Spanish, Portuguese, and German, with deep cross-cultural expertise and hands-on experience building, managing, and mentoring high-performing regional teams across diverse markets.
- Trusted advisor to global brands, government institutions, and small businesses. Engaged by C-level executives across Latin America for sales-focused strategy, execution, and brand growth, with a clear focus on practical solutions and lasting business impact.

EMPLOYMENT HISTORY

INTA (International Trademark Association)

December 2022 – Present

Senior Consultant Latin America & Caribbean

- Lead INTA's strategic presence across 33 Latin American and Caribbean jurisdictions, driving high-level partnerships, public-private collaboration, and regional initiatives that reinforce intellectual property protection and brand enforcement.
- Act as the central point of contact for 700+ companies, law firms, and government agencies, expanding engagement, accelerating membership growth, and increasing INTA's regional influence at the intersection of policy, commerce, and innovation.

1MORE Electronics

September 2019 – May 2022

VP of Sales, Marketing & Business Development - USA / Canada / Latin America

Launched 1MORE consumer audio brand across LATAM, U.S., and Canada by developing a multi-channel distribution and retail strategy. In Chile, drove 1MORE to become the fastest-growing headphones brand in 2020 with 7.7% market share and 13.4% online share (GfK 2021), outperforming legacy competitors through aggressive channel development and digital-first marketing.

FANE International / Precision Devices UK

August 2019 – January 2021

VP Sales, Marketing & Business Development Latin America

- Managed the reintroduction of FANE and Precision Devices professional speaker systems in Latin America. Developed a practical market entry strategy, built distribution and OEM relationships, and worked on product placement to reestablish brand presence and support regional growth. Progress was limited due to COVID-19 disruptions affecting timelines and regional execution.

inMusic Inc.

April 2018 – July 2019

Business Development & Sales Latin America

- Achieved 13% YoY revenue growth in Latin America by expanding distribution into key regional markets and forging retail partnerships that boosted visibility for inMusic's multi-brand audio portfolio.
- Launched Wholesale Club programs and secured high-volume retail agreements with major chains in Mexico, resulting in a significant increase in shelf presence and sell-through of DJ and audio equipment brands.
- Designed and implemented brand-specific go-to-market strategies across Latin America for Akai Professional, Alesis, Alto, Denon DJ, Headrush, ION, M-Audio, Marantz Professional, Numark, and Rane brands, ensuring alignment with local consumer behavior and optimizing product visibility across retail and distribution channels.



- Spearheaded Astell&Kern's entry into the high-end audiophile market in 7+ Latin America countries by building regional sales teams, launching targeted marketing campaigns, and developing strategic partnerships and artist collaborations that elevated brand presence and accelerated early-stage revenue growth.

Sennheiser Electronics Corporation

July 2009 – July 2017

VP of Sales and Marketing Latin America & The Caribbean

- Directed Latin America commercial and marketing operations across all Sennheiser verticals (from professional audio to consumer products), achieving 19% YoY growth through strategic partnerships and major B2B contract wins. Developed a Brand Ambassador program that became a global best practice adopted in other regions.
- Built and led a 20+ person regional sales team across 13 countries, cultivating a high-performance culture centered on customer service, training, and consistent revenue growth (19% YoY)
- Opened new markets in Latin America and strengthened distribution by using competitive analysis and country-specific strategies, driving deeper market penetration, faster sales growth, and a successful expansion plan in Brazil.
- In Central America and Caribbean surpassed annual quotas with 129% (2009), 138% (2010), and 121% (2011) attainment by opening new markets and growing strategic accounts through targeted, data-driven sales campaigns.

Net Exposure, Inc.

May 2001 – July 2009

Co-Founder & CTO (May 2001 – July 2009)

Co-founded a multichannel eCommerce company and scaled it from \$50K to \$1M+ in three years, achieving 25%+ YoY growth. Led technology integration and fulfillment optimization for Amazon and eBay, positioning the company as a pioneer in early-stage online logistics and retail infrastructure.

PROFESSIONAL CERTIFICATION

- **University of California:** *Big Data, Artificial Intelligence, and Ethic*
- **Microsoft:** *Ethical and Regulatory Implications of Generative AI*
- **IBM:** *Generative AI for Executives and Business Leaders*
- **University of Pennsylvania:** *AI For Business Specialization*

OTHER EMPLOYMENTS

- **Faber-Castell (2024), Donner Music (2025–present) | Sun Merchand (2020–present):** Senior AI Strategy Consultant / Director
- **Betazeta Networks:** Tech Blogger (2008 – 2012) | **PCWorld Latin America:** Tech editor, (1998 –2001)
- **Hewlett Packard:** Software Trainer Corporate Solutions, 2000 (Chile)
- **ChileTech.com:** Co-Founder | **Channel 2 TV:** Host of Technology TV shows | **El Mercurio Newspaper:** Tech editor, 1993 –2000

EDUCATION

1991 - 1995: UDLA Santiago de Chile: Business Administration, Marketing and Advertising Bachelor's degree

1987 - 1990: Colegio Alemán Thomas Morus, Santiago de Chile: High School

1980 - 1986: Colegio Alemán Deutsche Schule, Santiago de Chile: Elementary School

PASSION

- Volunteer at Miami Children's Hospital Pediatric Cancer department and Ronald McDonald House Charities. Miami USA.
- Volunteer at Ronald McDonald House Charities, Hospital Simón Bolívar, Bogotá Colombia
- Proud father of a brain cancer survivor with a keen interest in neuroscience, neuroplasticity, and neuromarketing.
- Music composer, keyboardist, pianist, guitarist and headphones collector.