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ALEXANDER SCHEK

- Executive with 22+ years of experience building and leading commercial operations across Latin America, with strong expertise in enterprise B2B sales across 13+ countries.
- Certified AI Strategist with applied knowledge in AI ethics, business strategy, and commercial execution, focused on translating AI into practical, responsible, and measurable business outcomes.
- Fluent in English, Spanish, Portuguese, and German, with extensive experience leading multicultural teams across the Americas and Europe.
- Experienced working with C-level executives, global corporations, and government institutions to design and execute go-to-market strategies, commercial expansion, and strategic partnerships across Latin America.

EMPLOYMENT HISTORY

Platzi

February 2026 – Present

Senior Enterprise Leader

- Lead enterprise GTM and B2B commercial strategy for Platzi's new AI-powered learning platform across the U.S. and Latin America. Engage C-suite stakeholders at global organizations and manage complex enterprise sales cycles averaging \$350K per deal.

INTA (International Trademark Association)

December 2022 – January 2026

Senior Consultant Latin America & Caribbean

- Led INTA's strategic presence across 33 Latin American and Caribbean jurisdictions, driving high-level partnerships, public-private collaboration, and regional initiatives that reinforced intellectual property protection and brand enforcement. Served 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 market entry strategy, built distribution and OEM relationships, and established brand presence across key regional accounts

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.

ADVISORY & CONSULTING

- Senior Consultant / Director: **Faber-Castell** (2024) | **Sun Merchand** (2020-Present) | **Donner Music** (2024-2025)
- Advise leadership teams on commercial strategy, sales, and go-to-market execution, with a focus on Latin America market development and growth. Apply AI strategy and implementation where it drives efficiency, revenue, and measurable results.

CERTIFICATIONS & CONTINUED EDUCATION

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

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 & VOLUNTEERING

- 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.