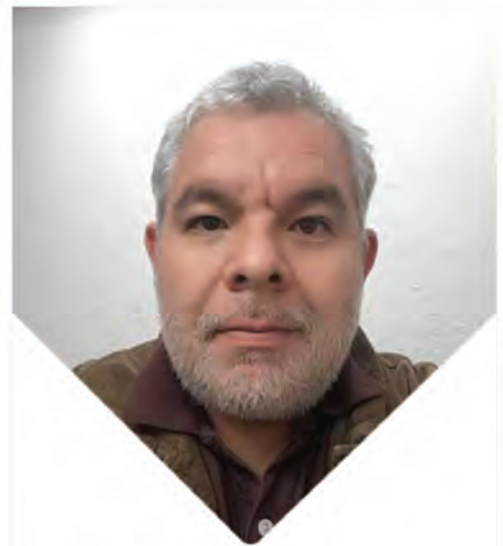


## ABOUT ME



**Name:** Joel Tec

**Date of birth:** 20 Jul 1971

**Lenguajes:** English 95%, Spanish 100%

**Nationality:** Mexican

**Phone:** (55) 6913 0164

**Email:** joel.tec@gmail.com

### OBJECTIVE

Provides solutions to incorporate technology, media and creativity for retail and digital media. Manage local, regional or worldwide projects for CPG companies. Focus on customer experience in retail and digital, deliver new business and services for the company.

### WHAT I DO?

I have been working as a creative, business developer and producer mainly for marketing, retail and digital marketing projects for more than 15 years. I have been designing and developing a retail intelligence systems combining retail and marketing insights with the use of new technologies to have a better understanding and control of the POS. I have lots of experience in film & video production, new media, digital contents, VR and AR. I think user experience everywhere is the most important thing to drive sales and branding.

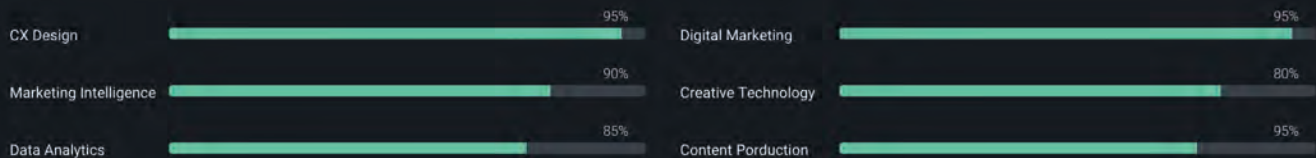
### EDUCATION

BACHELOR DEGREE CERTIFICATE / 91-95  
Marketing, Universidad del Valle de Mexico, Mexico City

### EXPERIENCE

EXPERIENTIAL MARKETING DIRECTOR / 2016-PRESENT  
Kolo DS, Mexico City

## SKILLS



### MORE SKILLS



16

+ Years of Experience



1000

+ Projects Done



250

+ Happy Clients



5

Awards Won