

About Alfredo:

Alfredo Romero is a subject matter expert in marketing, sales, and product management. He has worked in sales and marketing for over 20 years and has successfully implemented market effectiveness programs using a holistic approach to align products and services with the true needs of the market. His experience has ranged from cultivating well known global brands to helping small and medium sized businesses grow sales and improve profitability. His work around the globe has resulted in success across the Market Effectiveness process path: From customer knowledge and segmentation to product development and launch to lead generation and sales training. His achievements include transitioning an international business group to a renovation-focused sales strategy during the global downturn in 2008 and helping fulfill holiday orders for a custom automotive accessories manufacturer resulting in double-digit sales increases and reducing post-holiday product returns by 75%. Alfredo holds a degree in Economics from Pomona College and an MBA from The UCLA Anderson School.