

MATEO ARJONA



Economist - Magister en Marketing - Strategy

mateoarjona@gmail.com | linkedin.com/in/mateoarjona | mateoarjona.com | Medellín / Col.

SUMMARY

I am an Economist and Magister en Marketing with more than 15 years of experience in marketing, strategy, data and technology. I currently serve as Executive Vice President & CMO at Strategiee Group and CEO of M&M Capital Ventures.

I lead Strategiee Group's profitable growth across the United States, the Caribbean, Central America and Colombia, overseeing SBUs in AI & Data, SaaS, Market & Marketing Research, Marketing Software Development, Marketing Consulting, Digital Marketing and Executive Education.

I have led more than 50 projects in 15 countries for companies with over USD 1 billion in revenue. I advise clients on branding, pricing, competitiveness, segmentation & CRM, service & UX, digital marketing and digital business models.

I also serve as a consultant in strategy, management and marketing direction, board member, university professor for graduate programs, columnist and speaker focused on innovation, strategy, leadership and customer-centric growth.

SECTOR EXPERTISE

- 10 years of experience analyzing aeronautical sector markets as a strategic foundation, working for leading companies in the Americas.
- 15 years of experience in gaming, lotteries and transactional networks across different countries, developing market research and strategy for the sector.
- 10 years of experience in building materials, specifically cement and concrete, through sector studies and strategic marketing consulting.
- 13 years of experience researching the elementary private education sector and supporting strategic challenges.
- 5 years of experience working in hospitality, specifically hotels, supporting strategic and marketing challenges.
- 7 years of experience in the organized pork industry, developing market research and strategy consulting.
- 5 years of experience supporting marketing and strategy for mass consumer brands.

EXPERIENCE

Executive Vice President & CMO

Strategie Group

09/2019 - Present | Worldwide

Lead profitable growth across the United States, the Caribbean, Central America and Colombia. Oversee business units in AI & Data, SaaS, Market & Marketing Research, Software Development, Consulting, Digital Marketing and Executive Education.

Chief Executive Officer

M&M Capital Ventures

11/2023 - Present | USA - Colombia

Lead an investment firm focused on innovative ventures and strategic growth. Structure tailored financial solutions and identify expansion opportunities for high-potential businesses.

KEY ACHIEVEMENTS

Presidency - Abelardo De La Espriella

Participation, guidance and execution of digital marketing and content strategies that connect with audiences. Creation of the strategy and TV commercials for Selección del Tigre.

[IFM Noticias - profile article](#)

Successful Projects

Grupo BIOS, among others.

International Expansion Success

Increased Strategiee Group's international profit by 75% in seven years across five countries.

Marketplace Revenue Growth

Created a marketplace that boosted revenue by 20% over two years.

Remittances Marketplace Creation

Developed a remittances marketplace, increasing transaction volume by 15%.

M&M Capital Ventures

Founded two successful companies: Think and Amazin Market.

LANGUAGES

Spanish - Native

English - Native

French - Intermediate

CERTIFICATIONS

Digital Marketing Excellence Program - Florida International University

Marketing Management - ME School

Trade Marketing - ME School

Branding - ME School

Market Driven Strategy - ME School

EXPERIENCE

Master's Degree University Professor Universidad EAFIT

07/26/2019 - Present | Medellín, Colombia

Teach graduate-level courses in marketing, strategy and business growth. Guide students through applied case analysis and executive-level decision making.

Executive Board Member Indualpes

01/2017 - 01/2026 | Colombia

Participate in strategic decision making and corporate governance. Support the definition of business direction, growth priorities and key management follow-up.

Member of the Board of Directors Strategie Group

01/2010 - Present | Colombia

Contribute to strategic planning and long-term business vision. Support decisions related to growth, innovation, service portfolio and organizational development.

Member of the Board of Directors T&T

01/2015 - 12/2023 | Colombia

Advise on strategic direction and business development priorities. Support management on growth initiatives, performance monitoring and decision making.

Sales and Marketing Vice President Strategie Group

05/2016 - 09/2019 | Colombia

Lead sales and marketing strategy across South America, Central America, the Caribbean and North America. Strengthen regional growth and client development initiatives.

Associate Vice President Marketing Strategie Group

03/2015 - 05/2016 | Boca Raton, FL

Support regional marketing strategy and commercial positioning. Coordinate initiatives aimed at market expansion, brand strengthening and client acquisition.

General & Operations Manager Strategie Group

01/2012 - 03/2015 | Delray Beach, FL

Manage daily operations and ensure efficient business execution. Coordinate internal processes, resource allocation and service delivery standards.

Member of the Board of Directors Lufemo Commercial

12/2013 - 02/2015 | Washington D.C. Metro Area

Provide strategic guidance on business development and commercial decisions. Review management priorities and support the company in growth planning.

Marketing Analyst II Mercadeo Estratégico

01/2011 - 01/2012 | Medellín, Colombia

Analyze market information and generate insights for clients and internal teams. Support research projects, reporting and strategic recommendations.

Marketing Analyst I Mercadeo Estratégico

08/2007 - 01/2011 | Medellín, Colombia

Support market research execution, data analysis and report preparation. Contribute to project coordination and the development of actionable findings.

CERTIFICATIONS

Value For Money - ME School

Innovation - ME School

Marketing Metrics & ROI - ME School

Psychology and Consumer Behavior - ME School

PUBLICATIONS

Lead Columnist

IFM Noticias and Revista Poder

Researching the Market to Take Advantage of US-Colombian FTA

Colombian American Chamber of Commerce
Magazine | 08/2012

SKILLS

Market Research	Marketing Strategy
Competitive Analysis	Leadership
Economic Analysis	Strategy
Branding	Trade Marketing
Digital Marketing	Pricing
Political Analysis	Political Strategy
Political Marketing	

AWARDS



Who's Who in
America: Listed as a
Notable Professional

EDUCATION

Economics, Business/Managerial Economics

Universidad EAFIT

Graduated 2012

Certificate, International Marketing Management

Florida International University - College of Business

Graduated 2017

Magister en Marketing

Universidad EAFIT

Graduated 2019