

ALEX FERNANDEZ

Senior Marketing, CRM & Customer Growth Leader

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EXECUTIVE PROFILE

Marketing executive with 18 years of digital marketing leadership experience and more than a decade serving musicians, producers, engineers, educators, and content creators in the musical instruments and pro audio industry. Known for building high-performing teams, leading marketing and customer-data transformations, and driving measurable growth through CRM, customer engagement, go-to-market strategy, product launches, and marketing technology.

CAREER HIGHLIGHTS

- Senior Director of CRM for Guitar Center and Musician's Friend, leading enterprise customer growth, personalization, customer data, and lifecycle marketing initiatives.
- Drove positive year-over-year growth during a period of contraction within the instruments industry.
- Increased recognition of anonymous website visitors by 65% through a strategic identity-resolution initiative leveraging customer data and advanced audience activation.
- Improved revenue per email sent by 59% through segmentation, AI-driven personalization, and customer journey optimization.
- Built and scaled one of the largest customer engagement programs in specialty retail, growing an active customer base from 600,000 to 3.6 million subscribers.
- Generated more than 85 million email clicks and over \$200 million in attributable revenue at Sweetwater.
- Directed messaging strategy for 200+ product launches and led promotional strategy for the world's leading online retailer of musical instruments and pro audio equipment.
- Led enterprise marketing technology implementations including Salesforce Marketing Cloud, Salesforce Data Cloud, and Blueshift.

LEADERSHIP BRAND

Strengths-based leader recognized for developing talent, aligning stakeholders around shared goals, and building momentum across complex organizations. Combines deep music-industry expertise with customer-growth strategy, organizational influence, and cross-functional leadership.

INDUSTRY EXPERTISE

Musical Instruments • Pro Audio • Ecommerce • Customer Growth • CRM • Marketing Technology • Product Launches • Promotions • Customer Data Strategy