

ALEX FERNANDEZ

Senior Marketing, CRM & Customer Growth Leader

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CORE LEADERSHIP EXPERTISE

- Marketing Leadership
- Go-to-market Strategies
- Customer Growth & Retention
- CRM & Customer Lifecycle Marketing
- Marketing Automation
- Customer Data Strategy
- E-commerce
- AI Personalization
- Team Leadership & Coaching
- Marketing Technology Transformation
- Customer Segmentation
- Loyalty & Engagement Programs
- Cross-Functional Executive Leadership

SOFT SKILLS

- Strategic Thinking & Narrative
- Organizational Influence
- Cross-functional Leadership
- Continuous Improvement Mindset (Kaizen)
- Consensus-building & Stakeholder Alignment (Nemawashi)
- Strengths-based Leadership
- Talent Assessment, Development & Optimization
- Operationalizing Change

EXECUTIVE PROFILE

Industry Credibility. Customer growth and lifecycle marketing leader with 18 years of digital marketing experience and more than a decade serving musicians, producers, engineers, live sound professionals, educators, and content creators in the musical instruments and pro audio industry.

Business Impact. Proven track record of leading high-performing marketing organizations, building enterprise CRM capabilities, and delivering measurable business results through customer growth strategies, product launches, promotional marketing, and customer lifecycle marketing.

Strategic Leadership. Recognized for transforming CRM from a promotional communications channel into a strategic business function that drives acquisition, retention, engagement, and customer lifetime value.

Talent & Organizational Development. Known for developing talent, building organizational alignment, and bringing cross-functional teams together around shared goals. Excels at coaching and empowering team members through strength-based ownership, and creating momentum across complex organizations.

MUSIC INDUSTRY EXPERIENCE

- 10+ years leading marketing organizations within musical instruments and pro audio retail
- Deep understanding of musicians, hobbyists, recording enthusiasts, educators, churches, and live sound professionals
- Former performing musician and private guitar instructor
- Extensive experience supporting product launches, promotions, financing programs, and customer engagement for major music brands
- Contributor to Sweetwater's Guinness World Record "World's Largest Pedalboard" (2019)

PROFESSIONAL EXPERIENCE

GUITAR CENTER // MUSICIAN'S FRIEND

Senior Director of CRM | 2024 — Present

- Led enterprise CRM strategy across email, SMS, customer data, lifecycle marketing, personalization, and customer engagement for the #1 musical instrument retailer in the U.S.
- Built a data-driven CRM organization that contributed to positive year-over-year company growth during a period of contraction within the musical instruments industry
- Led lifecycle strategy across email, SMS, contact center, ecommerce, and retail store channels
- Developed and led a strategic identity resolution initiative that increased recognition of anonymous website visitors by 65%, significantly expanding addressable audiences
- Built organizational alignment across marketing, technology, analytics, and external partners while overseeing solution architecture and activation strategy
- Directed enterprise migration initiatives involving Salesforce Marketing Cloud and Salesforce Data Cloud
- Increased revenue per email sent by 59% through advanced segmentation, AI-driven personalization, and customer journey optimization
- Replaced multiple third-party CRM platforms while expanding organizational ownership of customer engagement capabilities
- Developed CRM programs supporting 300+ retail locations nationwide
- Partnered with merchandising, ecommerce, marketing, and operations leadership to improve go-to-market execution and customer experience

SWEETWATER SOUND

Senior Director of Marketing Automation & CRM | 2016 — 2024

- Built and led one of the largest customer engagement and marketing automation programs in specialty retail, supporting product launches, promotions, and customer growth
- Grew active subscriber base from 600,000 to 3.6 million engaged customers
- Generated more than 85 million email clicks and over \$200 million in attributable ecommerce revenue
- Established company-wide lifecycle marketing and automation capabilities
- Implemented Blueshift marketing automation platform and led cross-functional adoption efforts across marketing, engineering, analytics, ecommerce, and legal teams
- Blueshift OMNIES Award — Marketing with AI (2024)
- Directed messaging strategy for more than 200 major product launches
- Led promotional strategy for the world's largest online retailer of musical instruments and pro audio equipment
- Created lead generation programs producing more than 350,000 annual new customer records
- Consistently delivered best-in-class engagement metrics while scaling audience growth

RICH DAD EDUCATION

Marketing Media & Social Media Manager
2014–2015

- Managed \$12M+ annual performance marketing budget
- Directed integrated acquisition campaigns across digital and traditional channels
- Led media planning for 200+ live events annually
- Improved media efficiency while exceeding acquisition goals

EARLY DIGITAL MARKETING EXPERIENCE

2008–2013: Digital marketing agency leadership roles spanning SEO, social media, content marketing, paid media, and web strategy engagements across hospitality, healthcare, non-profit, automotive, travel/tourism, and professional services industries.

MARKETING TECHNOLOGY & PLATFORMS

CRM & CDP

Salesforce Marketing Cloud, Salesforce Data Cloud, Blueshift

Personalization & Automation

Journey Builder, Marketing Cloud Personalization, AI Personalization, Predictive Segmentation

Analytics & Measurement

Omni BI, Tableau, DOMO, Adobe Analytics, Google Analytics

Project Management, Productivity & Operations

Notion, Jira, Confluence, Basecamp, Quickbase, Airtable, Figma

EDUCATION

Master of Science in Internet Marketing

October 2011 - Full Sail University, Orlando, Florida

Bachelor of Science in Marketing & Advertising

April 2008 - Florida Gulf Coast University, Fort Myers, Florida

Studies Abroad Program (foreign exchange student)

Summer 2006 - Universidad Complutense de Madrid, Spain

MUSIC EXPERIENCE

Lead Guitarist – Indy/Alt Rock Band

Horizon Arcs, Fort Wayne, Indiana — June 2016 to 2022

Private Guitar Instructor

Educators Music Store, Cape Coral, Florida — December 2002 to July 2010

Lead Guitarist – Jazz Performance Scholarship

Edison State College Jazz Ensemble, Fort Myers, Florida — June 2004 to May 2006