



Alex Zabala

Associate

Alex Zabala begins his facilitator-partnership with ValueSelling Associates, Inc. with more than 25 years of international experience. His roots extend to Marketing, Learning & Development and Distribution Management in multinational companies. As a seasoned executive, Alex has a strong result-oriented mindset that enables him to be successful at a worldwide level.

Alex began the first phase of his professional career as a Software Engineer at Hewlett Packard Latin America, changing afterwards to the Technical Marketing Department as a Product Manager, where he specialized in Management of Marketing actions for the Distribution Channel focused on Networking Solutions. Furthering his sales experience, Alex later held positions including LATAM Commercial Manager at Cisco Systems, where he oversaw Distribution Channel Management as well as Market Strategy Definition. He finally moved onto the Learning and Development Global Organization, leading the Curriculum and Implementation practice for Eastern Europe, AsiaPac, Africa and LATAM.

He belongs to Asociacion Argentina de Marketing as a member of the Judge Board for the Annual Marketing Prize. Formerly, he contributed at the American Chamber of Commerce as the Leader of the Internet Commission. Alex is fluent in English, Spanish and Portuguese.

Alex initially studied Electronics Engineering, focusing afterwards in Marketing and finally on Talent Management. He holds a PERH (HR Executive Program) Certificate from IAE Business School at Universidad Austral. Additional courses of study there include: Leading Innovation & Creativity and Talent & Learning Management in the Organizations. Further, Alex has studied Business Marketing Strategy at Kellogg School of Management.

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