



ALEJANDRO CAMINO

CHIEF MARKETING OFFICER

Alex Camino has led the global marketing and communications efforts for Softtek since 2006, and today serves as the company's CMO. In this role, Alex oversees the global management of digital marketing, media and analyst relations, employee communications and demand and lead generation to build the Softtek brand.

Under Alex's leadership, his team has contributed to making Softtek one of Latin America's most successful IT brands, bringing the nearshore industry to global prominence in the process. Among its recognitions from industry analysts, the company has been included in Gartner's Magic Quadrant for SAP Application Management Services, Worldwide (2013, 2014, 2015) and was the only non-Indian vendor included in Gartner's Magic Quadrant for Offshore Application Services in 2006 & 2007.

Alex joined Softtek in 1995, holding sales and consultancy roles prior to his move into marketing, including Director for the e-Business unit and later as Corporate Director of Technology.

He was responsible for organizing Softtek's first-ever Nearshore Summit during his first year as head of Marketing, which has since evolved to become the company's most important annual client event, attracting customers and business partners from the Americas and Europe.

Alex is a frequent speaker at global and regional events promoting nearshore and business technology. He has authored several publications around the topics of outsourcing, customer experience in the digital era, total cost of engagement and enterprise agility, which have contributed to positioning nearshore and Latin America as a viable hub for Information Technology. He is a former member of the advisory boards at Sourcing Industry Group and the LatAm Alliance and currently serves on the Softtek Executive Committee.