

Santiago Buraye

FRACTIONAL CMO · AI INTEGRATION STRATEGIST · BILINGUAL EXECUTIVE DIRECTOR

bizgeex.com | info@bizgeex.com | WhatsApp +57 314 516 2548 | US Citizen | English / Español (Native Bilingual) | Remote · US & LatAm

EXECUTIVE SUMMARY

Bilingual executive director with **25+ years of senior leadership** bridging AI-powered workflows, brand architecture, and video production to drive revenue across the **US Hispanic and Latin American markets**. Acquired **52+ corporate B2B accounts** through end-to-end consultative strategies and managed portfolios exceeding **\$5.2B**. Runs every engagement with boardroom rigor and the speed of an AI-augmented operation — deploying multi-agent systems that cut marketing operations costs instead of adding hype to slide decks.

25+

YEARS EXECUTIVE LEADERSHIP

52+

CORPORATE B2B ACCOUNTS
ACQUIRED

\$5.2B+

PORTFOLIO EXPERIENCE

CORE COMPETENCIES

- Fractional CMO & Marketing Leadership
- AI Workflow Integration & Automation
- Custom LLM Evaluation & Deployment
- Multi-Agent System Design
- Video Marketing & Creative Direction
- Team Leadership & Agency Oversight
- Go-to-Market & Revenue Strategy
- Brand Architecture & Positioning
- US Hispanic & LATAM Market Entry
- B2B Consultative Sales (52+ Accounts)
- Board-Level KPI Reporting
- ISO 9000-Level Process Discipline

EXECUTIVE ENGAGEMENT MODELS

Fractional CMO / Marketing Director **US HISPANIC & LATAM SPECIALIST**

Senior marketing leadership for organizations targeting the world's most valuable bilingual market — **go-to-market strategy, brand architecture, team & agency leadership, board-level KPI reporting.**

AI Workflow & Automation Consulting **CUSTOM LLM EVALUATION & DEPLOYMENT**

Practical AI adoption that removes cost from operations — **readiness audits, custom LLM selection & deployment, multi-agent workflow design, prompt engineering & team enablement.**

Video Marketing & Creative Direction **AI-ASSISTED CONTENT PIPELINES**

Executive-grade video strategy that builds trust with US and LatAm decision-makers — **AI-accelerated production, thought-leadership systems, multi-market campaign localization.**

SELECTED WORK — LIVE LEAD GENERATION SYSTEMS

MarketGravity™ bizgeex.com/marketgravity

AI multi-agent lead generation system — flagship product

Rhino Equipos de Colombia rhinoequipos.com

B2B heavy machinery — ES market

Clearway Land Solutions clearwaylandsolutions.com

Land services — US market

Máquinas Pro maquinas.pro

B2B heavy machinery import — lead generation site

ConcretExpert concretexpert.app

Construction & technical services

F. Nebuloni fnebuloni.com

Fashion wholesale — international

Full portfolio & case studies: bizgeex.com

Availability: Retainer engagements · Remote · US & LatAm time zones