

ABOUT

# AIDA OROPEZA

Global Marketing &  
Public Relations Director



Aida Oropeza is the Global Marketing and Public Relations Manager at Beyond Technology, where she is responsible for designing, overseeing the execution, measuring, and optimizing the global brand strategy and its member companies, including brand positioning, demand generation campaigns for portfolio services, relationships with major manufacturers and execution of joint marketing plans.

Aida has worked for transnational technology brands since the beginning of her career, focusing her proposals on the growth and expansion of brands through strategies that maximize ROI and deliver the best results, in addition to obtaining the recognition for 'Best Marketing Plan Performance 2018' awarded by Telefónica Business Solutions Mexico in the same year. Aida assists in the planning and designing of marketing and public relations strategies and tactics to achieve the best brand recognition indicators that, over time, translate into new business opportunities for the company and its stakeholders.

Aida volunteers in social responsibility and social inclusion programs in her spare time.

Beyond Technology is a global company dedicated to business transformation through the implementation of disruptive technology. With over 30 years of experience in international markets such as the USA, the Middle East, Asia and Latin America.

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