

SANDY VITERI

BIOGRAPHY



Sandy Viteri has extensive experience in marketing gained with industry leading companies that include Software AG, comScore, and now her own consulting firm, Viteri Vibes. Having founded this full-service marketing agency, Sandy brings the expertise and best practices used at large companies to her clients by using highly personalized services that delivers a rapid return on investment.

Viteri Vibes is on a mission to help Entrepreneurs build their companies, develop go-to-market strategies and become profitable. As the owner of Viteri Vibes, Sandy is committed to the mantra **“Vibes Speak Louder Than Words!”** Her personal objective is to assist her clients in driving growth and success in their business while helping them foster emotional connections with their consumers.

Leveraging extensive leadership abilities, Sandy can create exceptional events, successful marketing campaigns, marketing operations teams and marketing technology ecosystems from the ground up while fostering improved collaboration between Sales and Marketing personnel to drive the overall success of organizations.

The success of Viteri Vibes is based on Sandy’s foundation of

experience with major companies. As the former Vice President of Global Marketing Operations with comScore, a \$350M media measurement and digital analytics company, she established the global demand generation function that was responsible for generating over \$2M in marketing-sourced CV and over \$13M in marketing-influenced CV in 2017.

Ms. Viteri’s broad experience also includes service in three successive roles with Software AG, a \$1B enterprise software company, where she rose to the position of Senior Marketing Director for the Americas.

Ms. Viteri has a twenty-two-year-old son who recently graduated from the Palm Beach Police Academy, a Golden Retriever who she personally trained to be a Therapy Dog and they all currently reside in Boca Raton, FL.