

Hello there,

My name is Fabrizio Gutierrez, and I'm an international Growth & Product Marketing leader with more than 15 years of experience building regional GTM engines across Europe and Latin America. I've led marketing, growth, and revenue motions in SaaS, fintech, techfin, and AI-driven product companies, partnering directly with Country Managers, Sales, Partnerships, and RevOps teams to turn strategy into measurable commercial outcomes.

What excites me about the Senior Field Marketing Manager – SCEU role is the opportunity to combine strategic ownership with hands-on execution — exactly how I operate. I've lived and worked in multiple countries across Southern Central Europe and Latin America, giving me an instinctive understanding of cultural nuance, local buying behaviors, partner ecosystems, and the execution discipline required to drive pipeline in competitive markets.

In my most recent role as Interim Head of Growth & Marketing at Orbidi/Plinng, I led the end-to-end regional Growth & Marketing strategy, translating global positioning into locally relevant acquisition, lifecycle, and field programs. Executing integrated campaigns across digital, partnerships, community and offline activations. I also built our Account-Based strategy with Sales Leadership, delivering targeted plays for high-value accounts and expanding our partner-led pipeline engine.

Previously, at Upik (Arquiteto de Bolso), I led GTM, Product Marketing and Customer Growth across multiple markets, implementing PQL models, shaping revenue narratives, launching activation tracks and PLG loops that reduced CAC by 42% and helped scale revenue 3x. I partnered closely with regional Sales, Brand, and Product squads to ensure global strategy was effectively translated into local execution — a central requirement of this role.

What I bring is a combination of:

- Strategic clarity (turning global frameworks into actionable regional plans)
- Operational discipline (from ABM plays to localised content, events, and paid media)
- Cross-functional fluency (Sales, Partnerships, PMM, Growth, Revenue Leadership)
- Data-led decision-making (pipeline accountability, ROI rigor, forecasting)
- Empathy and communication (narratives that align teams and unlock execution)

I am excited about the possibility of bringing this mix of strategic leadership, hands-on execution, and market intuition to your team. I would welcome the opportunity to discuss how I can contribute to regional pipeline growth, brand elevation, and GTM excellence across Southern Central Europe.

Warm regards,



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the piece you need