















© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.



© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.







© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.



The Global Executive Network

© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.



© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.















Digital Marketing Strategies for a Social World

ProMexico
Juan Hector Algravez
Technical Advisor to the
Director General of ProMexico
International Markets

www.theglobalexecutivenetwork.com





Petrol
Oscar Sota Mirafuentes
Asesor Chief Information Officer
Direccion Corporativa de
Tecnologia de Información y
Procesos de Negocio



















© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.





© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.











