
Pablo Martin Slough

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SUMMARY

Digital economy entrepreneur/intrapreneur, P&L builder and leader with a proven 25+ year track record of scaling organizations and maximizing sales, operations & profits for both start-ups and world-class companies. Expertise driving e-commerce sales, partnerships & strategies growing complex online businesses in a broad spectrum of regions and industries.

EXPERIENCE

University of Colorado, Leeds School of Business – Boulder, CO, USA

2025 – Present

Assistant Teaching Professor, Marketing Division

- Teach the business core capstone program, BASE, which integrates tools from various business disciplines to address real-world business problems and decisions.
- BASE builds upon previous BCOR coursework and focuses on applying learned concepts through practical projects.

GOOGLE – Mountain View, CA & Boulder, CO, USA

2009 – 2024

Head of Hiring Equity, Executive Recruiting and Internal Mobility

- Built & executed the hiring equity strategy for global executive recruiting through a team of PgMs
- Headed the hiring equity team for internal mobility and it's strategy roll-out and execution

Head of Business, YouTube BrandConnect

- Built the influencer marketing/branded content team for YouTube
- Scope covers both the sales and content/campaign execution sides of the business
- Revenues of \$XXM ARR (2X-ed the business every year over the 3 years)

Head of Global Education, Google Marketing Services – Mountain View, US

- Drove the Google Marketing Services (SMB) education strategy both internally to our sales teams but primarily externally to our clients, agencies and channel sales partners
- Led a global team working on program development, enablement & operations focusing on results-driven training

Head of Product Specialist Sales: Performance Products & Mobile, Americas – Mountain View, US

- Designed, developed and executed the performance solution activation plan to drive adoption, scale and growth across the Google performance ad product portfolio (\$XB p.a. scope)
- Client go-to-market developed through Mobile, Audience, Creative Excellence, Automation & Profit labs
- Lead a team generating impact across 150 different US sales teams working closely with clients and agencies to create ad solutions that generate sales impact and accelerated growth (30%+ yoy)
- Google Gold Award: "Team 10X" Category – awarded to top 1% of Google Business Organization

Mexico Country Manager – Mexico City, Mexico

- Managed the cross-functional strategy for Google Mexico with a remit to drive the growth in country
- Increased revenue by 50%+ every year and expanded team from 20 to 100 employees
- Responsible for sales (\$XXM p.a.) and operations plus several regional initiatives
- Represented Google at multiple industry conferences, and pursued aggressive PR strategy to educate advertisers on the benefits of online marketing, YouTube, GDN and Google AdWords

Integrated Sector Sales Lead - Mexico City, Mexico

- Managed the sales team covering various verticals (Finance, CPG & Travel)
- Main responsibilities included developing and executing on a strategy for driving ad sales with all advertisers in the vertical markets on a national/regional level. The team exceeded quota 8/10 quarters
- Represented Google in targeted industry events and associations

CIE ENTRETENIMIENTO/OCESA - Mexico City, Mexico**2008 – 2009***Director - OCESA Digital*

- Oversaw the interactive/digital activity of OCESA (largest live-events company in LATAM) primarily through the digital assets of its brands and clients. Primary functions included management, operations, marketing and CRM to develop the database of event goers we marketed to
- Managed a team of 12 people that acted as an internal dotcom and source of innovation within the group. Our team managed to 3X the online business in 12 months.
- Clients – Heineken, Coca-Cola, Telcel, Aeroméxico, Unilever and Banamex

UNIVERSAL MCCANN (Interpublic Group) - Mexico City, Mexico**2006 – 2008***Regional Director – Digital Communications Division (LATAM)*

- As a key member of the Latin America leadership team, developed and implemented the go-to-market strategy for UM's digital media offering in Latin America. Included strategy and operations for online advertising, search marketing, mobile marketing, and gaming (within the context of traditional media).
- Doubled the digital media investment levels and improved revenues and profitability. Also responsible for providing thought leadership within the agency, to client base and external (industry) constituents.
- Clients – Mastercard, Sony, GM, L'Oreal, Intel, MSFT, Coca-Cola and Xbox

PLUSH S.L. (Creative Hot House) - Barcelona, Spain**2002 – 2006***Co-Founder & Managing Director – Operations & Business Development*

- Brand consultancy specialized in design, marketing and strategy solutions for various European clients. Responsible for day-to-day operations and business development of the business
- Clients - Carolina Herrera, Tetley, IESE, Fiat, Prada Cosmetics, Moët Hennessy, Dentsu & Danone

DOOYOO (www.dooyoo.com) - London, UK**2000 - 2002***Co-Founder & Director – Business Development & Marketing*

- Managed the UK start-up that grew to a 25-strong team with ad revenues on a limited budget, strong PR, organic growth and eCRM (dooyoo in Europe raised €30M in 1999-2001)
- Defined and implemented business development strategies with a focus on reaching sustainable profitability. Developed partnerships with over 50 companies such as MSFT, CNet, Terra, Channel 4 and eBay. Won ISPA Award for Best Consumer Portal & Future Publishing Award for Web Innovation.

WEST MERCHANT BANK – WEST LB GROUP - London, UK**1998 - 1999***Fixed Income Sales Trader – Emerging Markets*

Managed 2 trading portfolios (\$200M), comprising a variety of emerging markets bonds.

BANCO DO BRASIL SECURITIES - London, UK**1997 - 1998***Fixed Income Sales – Emerging Markets*

Worked on the sales team, focusing on Latin American and Iberian clients (sales of \$500M p.a.).

PRICE WATERHOUSE (PW) CORPORATE FINANCE - London, UK**1992 - 1997***Telecommunications Consultant – Entertainment, Media & Communications Group (1995-1997)**Management Consulting Intern - Summers in US and part-time in Canada (1992-1995)***BOARD AND GOVERNANCE EXPERIENCE**

- Board Member, Colorado Tech Association - CTA (current)
- Defy, Endeavor and TechStars Mentor (current)
- Co-Founder & Board Member, Masters of Internet Business Mexico - mib.isdi.mx/
- Co-Founder, The Pool (co-working space for entrepreneurs) - www.thepool.mx/
- VP and Board Member, IAB Mexico (2009-2013)

EDUCATION

IESE BUSINESS SCHOOL, UNIVERSIDAD DE NAVARRA - Barcelona, Spain

1999 - 2002

Master of Business Administration (MBA)

McGILL UNIVERSITY, Montreal, Canada

1991 - 1995

Bachelor of Arts, Economics

LANGUAGE AND INTERESTS

- Fluent in English, Portuguese and Spanish, proficient in French
- Main interests include snowboarding, mountain biking, climbing, golf, cooking and wines