

Agustin Sanchez Laria

MarTech Solutions Architect | Senior Automation Consultant

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linkedin.com/in/agustin-sanchez-laria | EU Work Authorization (EU citizenship) - Remote (EU) friendly

PROFESSIONAL SUMMARY

Strategic MarTech Lead and Regional CRM Architect with 9+ years of experience engineering automated, multi-channel lifecycle programs for B2C e-commerce and food delivery platforms. Proven track record of bridging technical execution with regional business strategy, managing cross-functional teams of up to 25 consultants. Expertise in leveraging platforms like SFMC and Iterable to scale marketing infrastructures, drive subscription growth, and streamline operational efficiency.

CORE COMPETENCIES

- **MarTech & Architecture:** CRM Strategy, Customer Journey Mapping, Solution Architecture, Multi-Channel Automation, Deliverability, GDPR / Compliance.
- **Platforms:** Salesforce Marketing Cloud (SFMC), Iterable, Braze, Knak, CDP (various).
- **Technical Stack:** QA Automation, AMPScript, Liquid, SQL, SSJS, PHP, Java, HTML/CSS.
- **Leadership:** Cross-functional leadership, Agile Methodologies, Jr to Sr mentoring, resource allocation, stakeholder management.

PROFESSIONAL EXPERIENCE

HelloFresh | Berlin, Germany

Senior Technical CRM and Lead for Templates & Engagement Team | 2022 – May 2026

- Directed the CRM Templates & Engagement team, overseeing the architectural delivery of scalable Email, SMS, and Push communication components across 20+ global markets.
- Architected a custom Global Email Framework utilizing AMPScript, establishing strict naming conventions that streamlined module configurations from 40+ complex variables down to 8 predictable inputs.
- Deployed this robust guardrail system to centralize localization workflows, which reduced multi-market campaign update times by 95% (from 30+ hours to 2 hours) and recouped over 6,000 operational hours annually.
- Led the global brand unification project, optimizing communication aesthetics for 8 brands across 36 markets while ensuring strict compliance with GDPR, CAN-SPAM, and CASL.
- Mentored and developed team members for senior and cross-functional roles while collaborating with Product, Analytics, and Tech leadership to ensure data-driven campaign performance.

CloudGaia | Buenos Aires, Argentina

Regional Solutions Consultant & PM (Americas) | 2021 – 2022

- Managed regional technical teams to execute complex SFMC integrations and enterprise-level automation for B2B clients.
- Partnered directly with Commercial teams on pre-sales and Statement of Work (SOW) architecture, successfully securing a major enterprise account generating \$200K in new Annual Recurring Revenue (ARR).
- Scaled technical operations by conducting 50+ specialized interviews to recruit, build, and deploy a high-performing technical consultancy team.

VML / Wunderman Thompson / Acceleration | Buenos Aires, Argentina
Deployment Consultants Manager | 2016 – 2021

- Acted as Technical Lead for a globally distributed team of 25 consultants across the Americas, EMEA, and APAC regions.
- Architected the resilient backend messaging infrastructure that successfully processed a \$50M+ holiday flash sale without downtime.
- Developed a system integrating brand and operational workflows, reducing communication back-and-forth by 80% and saving 2,200+ operational hours annually.
- Built and deployed an operational IP Warming Automation tool that facilitated seamless scaling for 25K to 750K subscriber lists, boosting client deliverability rates by at least 15%.
- Developed a global QA/QC API automation flow handling 100M+ emails, enabling 10 distinct stakeholder teams to access aggregated dashboards and cutting total QA time by over 50%.

ADDITIONAL EXPERIENCE

Freelance | *Executive Producer / Web Developer* | 2008 – 2016

- Architected and built 100+ websites; managed end-to-end delivery of digital projects and media events.

EDUCATION & CERTIFICATIONS

- **Certifications:** Salesforce (SFMC Administrator, SFMC Email Specialist); Google Cloud (Cloud Digital Leader, Associate Cloud Engineer, Workspace Admin).
- **Degree:** Licentiate Degree in Media and Arts Management (2018).
- **Coursework:** Agile in PMO Training, Auditing (ISO norms), Java SE.
- **Languages:** English (Fluent), Spanish (Native), German (Basic/A1).