Contact information

xablizar@gmail.com

- +34 605488891 Europe
- +1 6173010599 United States

www.lizar.net (Book)

Education

Master's degree, Marketing · (2010 - 2012) UPV /EHU - Bilbao University.

Master's degree, Advertising and Communication (2005 - 2006)
Pompeu Fabra -Barcelona.
University.

Master's degree, Professor.

Design and Pedagogy ·
(2004 - 2005) UPV /EHU - San
Sebastian. University.

Bachelor of Arts (BA), Art, Design and Audiovisual · (1999 - 2004)
UPV /EHU - Bilbao. University.

Languages

English (Full Professional)

Spanish (Native or Bilingual)

Italian (Professional Working)

Euskera (Native or Bilingual)

Catalán (Full Professional)

Xabier Lizartzategi

Field Marketing Principal at Epicor

Barcelona, Spain



I am an International award-winner Marketing Leader, a strategic and conceptual leader with strong creative skills and experience across all channels. The brands I've worked for are present in buildings such as the White House in Washington D.C., The Tv Academy in Los Angeles, and The Philharmonie de Paris.

The best recognition of my work has been Spain's National Design Award, granted to Figueras International Company for excellence in design and innovation during my time as Marketing & Digital Design Director.

Experience

Epicor

Field Marketing Principal

May 2024 - Present

Barcelona, Spain, Europe - Austin, Texas, United States

My expertise in marketing and strategic vision, recognized through numerous international awards, drives brand development and revenue growth. At Epicor, I organized impactful campaigns, drived relationships with customers and sales teams, and expanded lead generation by 213% in 6 months. With a strong command of advanced analytics, strategic planning, AI tools, lead generation, events, web, social, and video marketing, I ensure effective and efficient strategies that deliver results.

Smart Software Inc

Marketing Director

May 2019 - May 2024 (5 years 1 month)

Boston, Massachusetts, United States

Honored with the Marketing Excellence Award at Epicor Ignite. Previously, our efforts led to a remarkable +95% surge in the US demand and a notable +57% boost in new recurrent sales across all markets.

Additionally, we achieved an outstanding +189% expansion in online prospect generation in just the first year.

Figueras International Seating

Digital Marketing Director

July 2013 - December 2018 (5 years 6 months)

Barcelona, Catalonia, Spain

Webmaster, UIX, SEO - SEM and Online Strategy Planner Expanded online Lead Generation by X2 in 6 months National Design Award winner.

Honors-Awards

National Design Award:
Figueras FIS won Spain's highest design prize, presented by King Felipe IV, while I directed
Marketing & Digital Design.

Honored with Epicor's ISV

Marketing Excellence Award as

Marketing Director at Smart

Software.

Main Skills

Marketing Strategy
Creativity and Multimedia
Customer Marketing
Leadership and Direction
Demand Generation
Al Tools and Performance
Teamwork - Integrity
Software as a Service (SaaS)
Creativity and Multimedia

Certifications

CERTIFICATE: User Experience (UX) Design: Tsinghua University CERTIFICATE: Web

Programming. Area Business

School.

CERTIFICATE: Multimedia -Al Tools. Area Business School

Book

www.lizar.net

CH Graphic works

Creative Director

September 2010 - March 2013 (2 years 7 months)

Zarautz, Spain

Advertising, Publishing, Press Releases, Email Marketing, Merchandising,

Photography, Video,

TV and Social Media Manager

Candy Hoover Group INGOU - Marketing Manager September 2007 - March 2010 (2 years 7 months) Arrasate / Mondragón, Spain

Project Manager, Creative and Webmaster

Business Strategy + Online Sales Development

Contract worker for Candy Group

Publis NCM

Creative Manager and Advertising
June 2005 - January 2007 (1 years 8 months)
San Sebastian, Spain

Art Direction, Graphic Design, Creative Writing and Video Editing.

Koldobika Jauregi / Desing + Sculpture

AK architecture / Graphic Design + Illustrations

