

Alvaro Chacon

Founder and CEO - Stateside Co.

Background

Over 20 years of experience across various sectors of the digital and tech industries, including digital production and strategy, advertising, and outsourcing, I have successfully managed organizations with up to 500 employees on a global scale.

Member of the Entrepreneurs Organization, Los Angeles, LAC Bridge, and Costa Rica chapters. Currently on the board as governance chair, and previously learning chair for the LA chapter and forum chair for the LA and LAC Bridge chapters.

Selected Experience

2013 - Present: **Founder and CEO - Stateside Agency**

2018 - Present: **Entrepreneurs Organization Board positions**
Learning Chair, Forum Chair, Governance

2011 - 2013: **Senior Digital Producer and strategist**

Zambezi Inc. - Coca Cola, Champs, 2K
Enso Collaborative - Google
TBWA \ MAL - Apple

2008 - 2011: **Capability Management Director**
avVenta Worldwide – Digitas, Carmichael Lynch, iCrossing

2006 – 2008: **Senior Web Developer**
avVenta Worldwide D AMEX, GM, Oakley

2004 - 2005: **SEO editor and copy editor**

Education

2010: Software Requirements Gathering Certified by Cenfotec

2003 - 2008: Economic Planning at “Universidad Nacional de Costa Rica”

2002 - 2005: Graphic Web Designer at Fundatec

1999 - 2003: Industrial Engineering studies at the “University of Costa Rica (Unconcluded).”

1998: International School graduated from: “Liceo Franco Costarricense”.

Specialties

- Over 10 years of experience in all areas of business: strategy, leadership, coaching, finance, marketing, sales, people, and execution.
- Implementation and execution of Traction, EOS, and ninety.io
- Selection, work, and evaluation of offshore and nearshore digital production vendors.
- Managing global-scale digital projects and budgets for Fortune 500 companies, with resources dispersed across various countries.
- Building and maintaining client relationships with a focus on technical aspects.
- Developing digital strategies and conducting feasibility analyses for fully integrated campaigns.
- Requirements gathering, statements of work, software documentation, and software development project management.
- Implementing and improving processes in rapidly growing and dynamic environments.
- Fluent in Spanish, French, and English; intermediate Portuguese.