 

Bio for Joaquin Erazo, Jr., MBA

President and CEO of The Marketing Wing

With over 25 years of experience in marketing, Joaquin is a recognized national consultant, speaker, and marketing expert who regularly speaks at industry trade shows, events, and is called upon for expert advice on marketing topics by editors from Remodeling Magazine, Professional Remodeler, Qualified Remodeler, The Washington Post, Fast Company, Inc., and Entrepreneur magazine.

Recognized with several Marketing Pinnacle awards, he’s known for innovative strategies and advertising that gets results. In 2012 he was recognized by Qualified Remodeler as one of the “Top 25 social media experts who get it”.

Joaquin has led marketing teams in marketing agencies, the software industry, banking, and in a national trade association. He also served as CMO for one the largest Design/Build firms in the US and their franchise system.

In March of 2013 he launched The Marketing Wing, LLC. The Marketing Wing offers cutting-edge strategic marketing materials that interrupt, engage, and drive results. They offer deep insights to differentiate home imrovement companies and grow market share. They also deliver out-of-the-box thinking that gets results. If you’ve met Joaquin before, you understand his passion for marketing.

His personal drive is to create inspiring, innovative marketing strategies for companies who want to grow. He recognizes that consumers define your brand –not marketers. The world is becoming more digital every day and so are marketing opportunities and messages. Social media is now the norm and consumers control your online reputation. Content and engagement are key, yet traditional media channels still have value if executed correctly. Marketing Wing only works with cool companies who are ready to change and reach higher levels.