



MARIA LAMAS, MBA

AMA-IE PRESIDENT

BIOGRAPHY

Maria Lamas is a passionate marketing professional with over 5 years experience focused on driving data-driven and results-oriented marketing. She has leveraged different marketing technologies including Google Analytics, Adobe Analytics, Salesforce Pardot, Adobe Experience Manager, Adobe Target, and Adobe Audience Manager, and Adobe Social to create digital customer experiences to drive results. She currently has the privilege of applying her marketing expertise at Esri to market the world's best GIS mapping and analytics platform.

Maria Lamas is a Marketing Program Manager at Esri. Her responsibilities include managing integrated marketing programs, developing campaigns from start to finish by working with teams including; business development, product marketing, industry marketing, and others to ensure predictable, consistent, and successful program delivery that drives measurable success. In this role, Maria creates program assets, including messaging, collateral, digital content, etc that contribute to overall campaign success. In addition, Maria also works closely with the Global marketing team to ensure alignment with regional goals and streamline distributor adoption and execution.

As a modern marketer, she stays up-to-date with leading marketing techniques and best practices by being a member of the American Marketing Association (AMA) and being actively involved as President of the AMA Inland Empire Chapter. She will be starting her fourth year on the Board of Directors. She has served as VP of Sponsorships/Partnerships for two years, followed by President Elect, and now President. She is passionate about growing the marketing community in the Inland Empire and enjoys serving with other marketing professionals on the board.

In her spare time, you can find Maria traveling, hiking with her boxers, or at Dodgers games with her husband.

PREVIOUS EDUCATION

University of Redlands

MASTER OF BUSINESS ADMINISTRATION, 2019

- Emphasis in Marketing

-Global Consultancy Student Delegate: consulted to World Wildlife Fund for Nature on market research and marketing strategies.

University of California, Riverside

BS IN BUSINESS ADMINISTRATION, 2013

- Concentration in Accounting