



#DkIT

Dundalk Institute of Technology

Andrine Mendez

GROWTH MARKETER | LECTURER | GTM STRATEGIST | FOUNDER → EXIT

+353 894578057 | MAIL@ANDRINEMENDEZ.COM

DROGHEDA, IE | IRISH CITIZEN

B2B growth marketer and two-time founder with 15+ years building brands, scaling demand generation, and leading GTM strategy across the US, EU, and APAC markets.

I've founded and exited a 25-person integrated agency (acquired by a French group), launched an FMCG brand, and held senior marketing roles at LinkedIn, Kianda Technologies, and Virtuoso Learning. Currently leading growth marketing across US and EU at a Dublin-based tech company, managing a team and owning the full funnel — from ABM and demand gen to content and pipeline.

Published author. Peer-reviewed researcher. Undergraduate marketing lecturer.

Open to senior marketing leadership roles — CMO, VP Marketing, or Head of Marketing/ Demand Gen — at ambitious tech companies scaling in the US/EU.

PROFESSIONAL & INDUSTRY EXPERIENCE

HEAD OF GROWTH MARKETING

CORA SYSTEMS(contract)

Dublin

Jan 26 - Present



Enterprise project management software scaling across US and EU markets.

- Lead growth marketing strategy across US and EU markets, owning full-funnel demand generation in pursuit of a €26M revenue target.
- Manage a team of three, overseeing campaign execution, content, and performance marketing across both regions.
- Build and run ABM programs targeting enterprise accounts, working closely with the sales team to accelerate pipeline and support complex, long-cycle deals.
- Manage media budgets across paid digital and LinkedIn Ads, optimising spend allocation across US and EU market priorities.
- Operate as a hands-on marketing leader — equally comfortable setting strategy and executing campaigns directly.

CHIEF MARKETING OFFICER & FOUNDER

POWER RANGERS LTD

Dublin

Jan 24 - Dec 25



HEAD OF DEMAND GENERATION

VIRTUOSO LEARNING LTD

Dublin

Sep 22 - Dec 23

SENIOR MARKETING MANAGER (EMEA)

LINKEDIN MARKETING SOLUTIONS (Contract)

Dublin

Feb 22 - July 22



CEO & FOUNDER

SALTMANGOTREE CREATIVE

India

CHIEF STRATEGY OFFICER

THE LINKS INDIA (SALTMANGOTREE MARCOM PREVIOUSLY)

India

April 10 - Jan 15

SALTMANGOTREE

The digital agency I set up, went to become an integrated agency with a team of 25+ and two offices in New Delhi & Kochi (India). I continued to work with the French group post acquisition for a year.

B2C | ACCOR | HOSPITALITY | F&B

INTEGRATED MARKETING | DIGITAL & SOCIAL

- Created the strategy pitch which won the client
- Worked on brand identity for F&B
- Created the integrated marketing strategy for the property

B2B & B2C | RINGR | TECHNOLOGY

PRODUCT DEV | GO2MARKET

- Redesigned the brand identity & user experience of the product
- Worked with team to pitch to B2B
- Launched the app & achieved 100k downloads

B2C | FEDERAL BANK | FINANCE

SOCIAL MEDIA & DIGITAL

- Acquired & retained client for 5 years
- Increased social footprint by 500%
- Led digital & social planning

MARKETING MANAGER

KIANDA TECHNOLOGIES

Dublin

April 21 - Jan 22

CHIEF CUSTOMER OFFICER

ZIMBLY EAT TECHNOLOGIES LTD

Dublin

- Led the product development & UX Design
- Responsible to generate leads of food business owners to join the platform
- Brand Strategy & Marketing campaigns for customer acquisition

April 20 - April 21

FOUNDER & EVENT HOST/ORGANISER

KITCHEN COMMUNITY & STARTUP INITIATIVE

Kerala, India

Organised monthly business networking conferences bringing industry speakers and peers together across 3 cities every month.

April 16 - April 19

CEO (FMCG)

PLING FOODS & BEVERAGE PVT LTD

India

After my successful exit from the advertising company, I went on to launch a BFY snacking brand. I led a team 20+ sales team while managing the business strategy & marketing for the brand.

2016-19

SALES DIRECTOR

TBS GROUP LTD

India

2009-10

TEACHING EXPERIENCE

MARKETING LECTURER

Ireland

OCT 24 - PRESENT



Delivered undergraduate modules including:

- Marketing Tools and Analysis
- Marketing Communications & CRM
- Sales, Advertising, & PR
- Innovative Marketing

- Designed and revalidated module content to ensure alignment with current industry standards and academic requirements.
- Served as a member of the exam board, contributing to quality assurance and assessment processes.
- Developed assignments and examinations, and was

PART TIME BUSINESS LECTURER

Ireland / United Kingdom

APR 24 - PRESENT



Delivered business-focused modules for Digital Marketing and Sales Apprenticeship Programs, including:

- Digital Marketing
 - Sales
 - Leadership
 - Digital Content Creation
- Designed and updated course content to align with industry standards and evolving digital trends.

- Taught in a hybrid model, combining in-person and online instruction to maximize student engagement and accessibility.
- Developed practical, activity-based assignments and live projects to provide apprentices with real-world business experience alongside theoretical learning.
- Facilitated interactive workshops, group projects, and digital collaboration, ensuring skills-based learning outcomes.

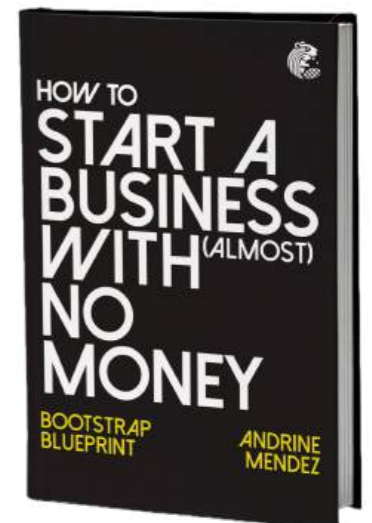
RESEARCH & PUBLICATIONS

PEER-REVIEWED PUBLICATIONS

A Mendez, K Johnston, M Mcardle(2023), Navigating the New Product Development Process: A Case Study of a Startup's Journey from Ideation to Commercialisation, ECIE 2023, 18th European Conference on Innovation and Entrepreneurship 2

BOOKS

Mendez, A. (2025). How to Start a Business with Almost No Money.



EDUCATION

MASTER IN BUSINESS STUDIES (LEVEL 9)

DUNDALK INSTITUTE OF TECHNOLOGY

Ireland

2023

B.TECH IN ELECTRICAL & ELECTRONICS ENGINEERING (LEVEL 8)

FEDERAL INSTITUTE OF SCIENCE & TECHNOLOGY

India

2008

CORE SKILLS & TOOLS

Demand Generation · Brand Strategy · GTM Strategy · ABM · Content Marketing · Product Marketing · Full-Funnel Marketing · Team Leadership · B2B SaaS · Pipeline Generation | HubSpot · 6sense · LinkedIn Ads · Google Analytics · Meta Ads · Salesforce · SEO/SEM · Marketing Automation