

Alexandre Sagala

President at Pertinence Media

Montreal, Canada Area, QC, CA

President at Pertinence Media

Biography

As an executive and entrepreneur, Alexandre thrives when working with forward-thinking businesses and people. He has worked on both B2B and B2C mandates in a wide range of fields including banking, insurance, medical, retail, eCommerce, airlines, non-profit and technology. With over 18 years of experience in management, marketing and technology, Alexandre began his career in the 1990's at eFundraising.com and Readers Digest. In 2010, he co-founded Montreal-based marketing automation company Alsamarketing, which he later sold to Publipage. He is now a Partner and President at Pertinence Media, where he oversees business development, marketing and technology

Availability

Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Information Technology and Services, Retail, Computer Software

Areas of Expertise

Email Marketing, Online Marketing, Behavioral Marketing

Affiliations

AQT, AMR

Education

HEC Montreal

Bachelor Marketing

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