



## Speaker Biography



Hector Del Castillo has over 10 years of experience managing products throughout the development life cycle and directing product strategy. He has launched 25 high technology products and solutions resulting in over \$25M in achieved global sales revenue.

Hector Del Castillo is Product Marketing Director at the Association of International Product Marketing and Management (AIPMM) where he is implementing the product and marketing strategy for various products. He is a highly accomplished, results-oriented, energetic and innovative professional with extensive full product life cycle management and product marketing experience, with a strong understanding of how to tailor the product management process to the specific needs and organizational structure of a technology-based company. He has expertise defining and launching products and solutions, creating product messaging and positioning, developing marketing collateral and sales tools, and performing comparative and competitive analysis based on market research. He also helps experienced managers understand the product management process and prepare for certification through practical training courses.

Hector is a Certified Product Manager (CPM) and Certified Product Marketing Manager (CPMM). He earned M.S. degrees in Electrical Engineering from the University of California at Santa Barbara and the University of Texas at El Paso and a Bachelors Degree in Electrical Engineering from the University of Texas at El Paso.

You can connect to Hector via LinkedIn at [www.linkedin.com/in/hectordelcastillo](http://www.linkedin.com/in/hectordelcastillo).

## AIPMM

The Association of International Product Marketing and Management (AIPMM) is where product professionals go for answers. It is the world's largest professional organization of product managers, brand managers, product marketing managers and other individuals responsible for guiding their organizations and clients through a constantly changing business landscape. It is the only organization that represents and provides professional certification for those who manage the entire product life-cycle throughout any industry. For more information, visit [www.aipmm.com](http://www.aipmm.com).