



DMB REALTY NETWORK™ LLC



Since its founding, DMB Realty Network has earned international acclaim as the leader in affluent residential real estate marketing and sales; representing top-caliber communities such as Silverleaf and DC Ranch in Scottsdale, AZ; Santaluz near Rancho Santa Fe, CA; and Artesana Rosewood Residences® in San Miguel de Allende, Gto., Mexico.

Other standout communities DMB Realty Network has served include Capella™ Pedregal in Cabo San Lucas, BCS, Mexico, as well as Tehama, Clint Eastwood's community in Carmel, CA.

ELSA GUERRERO **Vice President of Marketing** **DMB Realty Network**

Elsa is responsible for marketing efforts for DMBRN, as well as for the clients and projects the company serves. With a portfolio of international experience, Elsa's expertise serves to guide all of DMBRN's branding and marketing efforts on its Latin America projects. She works with the sales team to develop strategy for achieving sales goals – spearheading market research and analyses and applying findings to brand visioning, media buys and various other tactics.

Elsa brings more than 20 years in marketing and business development to DMBRN, with a background in business-to-business and business-to-consumer strategies in industries such as advertising, architecture, construction, manufacturing, media and technology. Elsa's areas of expertise include all aspects of marketing strategy, marketing communications and sales planning and execution from top-level concept and visioning to implementation. For more than a decade, her professional focus has been strategic planning, product development, product launch and market entry.

Experienced working nationally and internationally, Elsa has created successful marketing and sales programs to grow businesses throughout the United States and Mexico. In addition to her work in marketing and business development, her portfolio of tactical experience features a mix of everything from marketing communications through traditional and digital media, brand management and product management.

Elsa began her marketing career with Kitchell Mexico, where she fulfilled marketing initiatives while the U.S.-based contractor was entering the Mexican market. In the years that followed, she held various marketing management roles at companies such as Sto Corp., Gensler Architecture and AdobeAir, Inc. Then, at AmberAlert.com, Elsa served as vice president of sales and marketing, introducing a child safety product and developing and executing a successful national awareness campaign. She began working with the DMBRN team in 2010.

About DMB Realty Network

DMB Realty Network is an international sales and marketing company specializing in providing solutions in the luxury residential real estate industry. Our services, designed to help clients shape their vision and accomplish their goals, have allowed us to successfully achieve \$3 Billion in luxury residential real estate sales in the past decade alone, in a diversity of markets and economic climates.

DMB Realty Network works with premier Communities to create, market and sell some of the most coveted residential properties throughout the United States, Canada, Latin America and the Caribbean.

We provide 360° solutions for realizing revenue goals, including the expertise, the tools and the team; decades of success have given our team the breadth of strategic expertise and depth of tactical experience to lead Buyers to Great Places.

Contact Elsa Guerrero directly at 480-515-0148 or via E-mail at:
EGuerrero@DMBRealtyNetwork.com