



Sandra Soto

Director of Marketing

NAI Mexico (Baja)

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Scope of Responsibilities

Ms. Sandra Soto joined NAI Mexico in 2003 and is responsible for creating and developing all marketing packages, outdoor signage, mailers, project presentations, brochures, and advertising for the company. By working and providing support to NAI Mexico's offices throughout the country, she developed an understanding of their needs and creates effective, customized collateral, advertising and promotional materials based on their market requirements. Ms. Soto is involved in marketing for all areas of the industry including industrial, corporate services and investment. Ms. Soto is a member of the NAI Western Regional Marketing Steering Committee which is responsible for regional and national marketing decisions for the NAI Network. Before joining NAI Mexico, Ms. Soto worked for an Industrial Developer and Construction firm as part of the marketing and sales team.

Professional Affiliations & Designations

American E-Marketing Association American Marketing Association

Educational Background

Interior Design Universidad Motolinia del Pedregal, Mexico City. Currently pursuing her AEMA Marketing Certificate