



Departamento DE MARKETING



“We work to **strengthen marketing’s role** as a key driver of growth and, therefore, the **success of brands and companies**.

We aim to **contribute to the evolution of marketing** by creating and establishing more and better solutions for brands and **companies prepared for the future.”**



¡HOLA!

**LET'S TALK ABOUT
MARKETING FOR REAL**



WE ARE DEPARTAMENTO DE MARKETING

Passionate about
brands, customers
and **companies**
that want to grow.

IN SPAIN SINCE 2015
IN PORTUGAL SINCE 2017

A TEAM OF VERY EXPERIENCED PROFESSIONALS



Tiago Lemos



Inês Simas



Silvia García



Paula Reis



Marta Amorim



Daniel Coelho



Rita Santos



Elena Canales



Luis Vera-Cruz



Catarina Dias



Laura Catarino



Nuno Figueiredo



Tiago Lemos

CO-FOUNDER & CEO ESPAÑA

+25 years of marketing experience



When he moved to Asturias, his entrepreneurial soul was awakened. Since then, he has created several companies: Los 3 Sentidos and Hoopoe Running Apparel. In 2015, the concept of the "Departamento de Marketing" was born in his head.

Tiago simplifies, approaches, and facilitates, always! He has a gift for transmitting ideas and knowledge in an inspiring way. He likes to dedicate himself to training, and he talks about marketing in a convenient way.

in



Inês Simas

CO-FOUNDER & CEO PORTUGAL

+28 years of marketing experience



She founded the Portuguese "Departamento de Marketing" in 2017 and, through it, bridges the gap between the best marketing professionals and companies that believe in the transformation that marketing brings to business.

For Inês, without emotions, there is no Marketing, but neither without data. Her art is planning, and she transforms strategies into action plans. She has an obsession with always measuring results and learning along the way.

in



Silvia García

ASSOCIATE MARKETING MANAGER

+19 years of marketing experience



Since 2017, Silvia has worked in the "Departamento de Marketing" with clients from all types of sectors and is one of the most knowledgeable people in the B2B business world.

Passionate about work, with an excellent capacity for learning, adapting to changes, and being creative to continuously present new solutions, Silvia has extensive experience managing multidisciplinary teams.

in



Elena Canales

ASSOCIATE MARKETING MANAGER

+23 years of marketing experience

ESTÉE LAUDER **Liber**  **bank**



She first ventured into the “Departamento de Marketing” in 2017 and rejoined the team in 2022. In 2014, she took a career break to travel around the world, landing on a Caribbean island, where she worked for three years.

Elena loves writing and trained at the Escuela de Escritores de Madrid. She specializes in copywriting and content writing. She published her first novel in 2021.



Rita Santos

ASSOCIATE MARKETING MANAGER

+16 years of marketing experience



Since 2021, Rita has worked in the Marketing Department. She is a specialist in multicultural environments and intercontinental projects. She has worked in marketing and sales functions in Lisbon, Geneva, and the United States. She is fluent in five languages.

Rita is a fully committed person who always strives for the best results and has a great team spirit. She is always looking for new learning opportunities.



We are proud “citizens of the world”. Our team is based in 4 different locations:

Asturias, Spain

Lisbon, Portugal

Basel, Switzerland

Sao Paulo, Brazil

OUR CLIENTS

Between Spain & Portugal



OUR SERVICES

Organized in 4 key pillars

OUTSOURCING

CONSULTANCY

MENTORING

TRAINING

**Our value proposition is to place marketing within the reach of
all types of companies with experienced professionals.**

WE CAN **BE OR STRENGTHEN** YOUR MARKETING
DEPARTMENT IN **PORTUGAL AND SPAIN.**

OUR SERVICES

WE ARE NOT AN
AGENCY.

WE ARE A
**MARKETING
DEPARTMENT.**

Many agencies focus on one-off actions: a Google Ads campaign, a web redesign, social media management.

But what about the strategy behind each action?

A **marketing department not only executes, but also designs, coordinates and measures** each action within a strategic ecosystem.

Why is a marketing department different?

- ✓ **Comprehensive vision of the business:** we do not work only in communication; we address all areas of marketing, from product to pricing and distribution.
- ✓ **Strategy before tactics:** we don't design campaigns randomly, but based on data, objectives and in-depth market analysis.
- ✓ **Team of real marketing experts:** we're not generalists, every member of our team has experience in real companies and businesses.
- ✓ **Continuous accompaniment:** We do not disappear after delivering a project; we optimize and evolve with you.

This approach allows companies not only to do marketing, but to **do it well**, with real impact on the business.

OUR SERVICES



WE DEVELOP THE 4 P'S OF YOUR BUSINESS

PRODUCT Definition and development of all the products and/or services the company is to offer.	PRICE When setting the price of a product, there are different methods; it is not a task that can be accomplished by simple intuition.
PLACE All the initiatives we can take to make the product and/or service available to the potential customer.	PROMOTION These are all the activities that we will be able to use to communicate to our target audience the product and/or service we market.

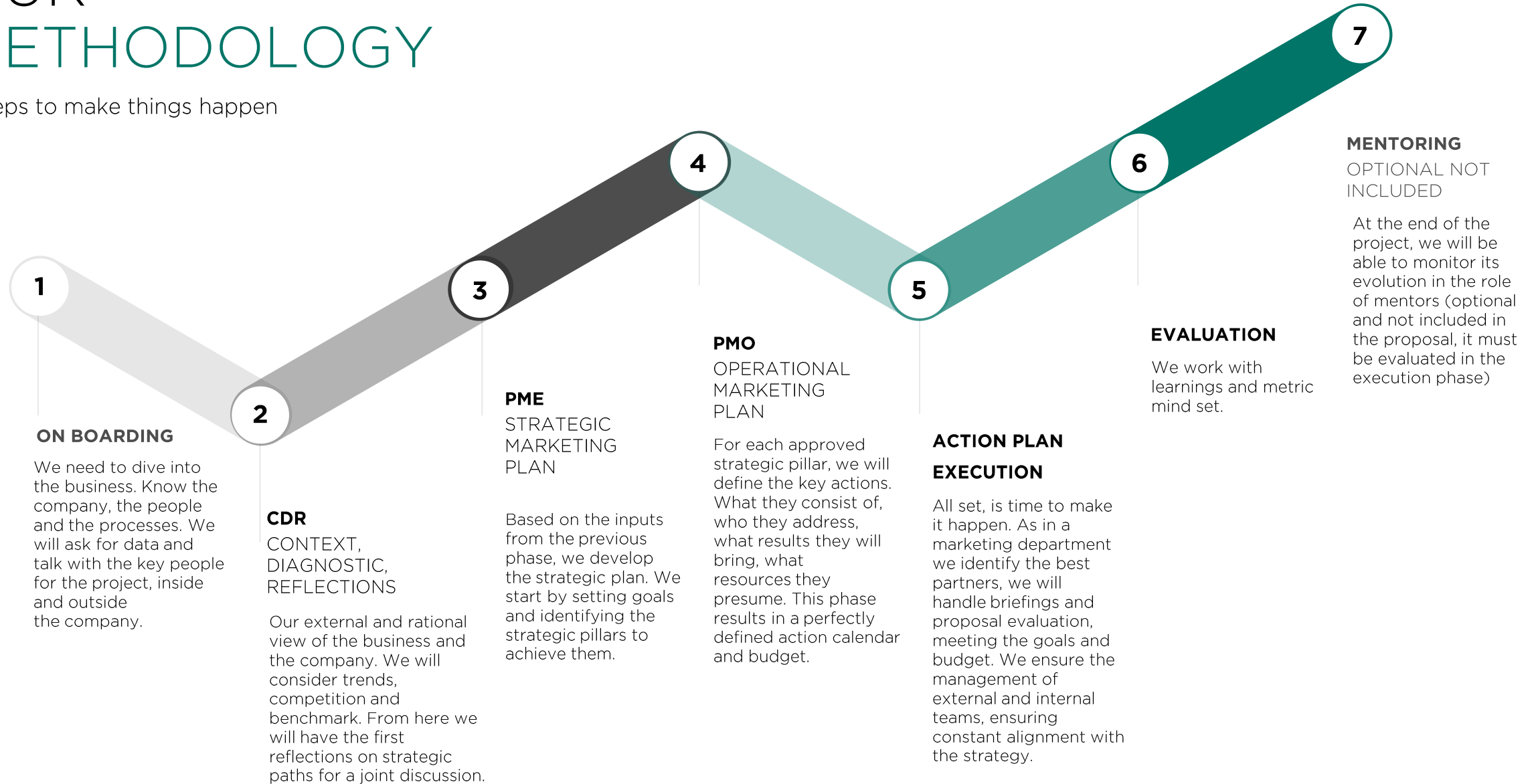


MARKETING TO **INCREASE SALES**

the goal of every business and the **ultimate goal of everything we do.**

OUR METHODOLOGY

7 steps to make things happen



OUR WAYS OF WORKING

ALWAYS AS A TEAM

In Departamento de Marketing we are a team, where everyone contributes, regardless the projects assigned most directly to each one of us.

We always dedicate a team to each project, usually a duo, who work as one and in close collaboration with the internal teams.

Each marketing manager leads more than one project and never works exclusively or full time for a brand.



OUR WAYS OF WORKING

RESULTS NOT HOURS

Our focus is never just on the task but on the objective of it, on the why.

We bring a holistic vision and the ability to “connect the dots”.

We do not believe in hour-based models. It's never about the hours we invest; it's about the result of our work together.



OUR WAYS OF WORKING

PROCUREMENT AND TRANSPARENCY

We identify the most suitable suppliers, prepare the briefing, carry out the pitch, analyse proposals, make recommendations and negotiate.

The decision is made by the customer, and the payment is direct between the customer and the supplier.

We do not charge any margin, but we ensure the coordination of all teams involved, working as single point of contact.





FROM **STRATEGY** TO **EXECUTION**

Never separate them!

DO YOU IDENTIFY WITH ANY SITUATION?

There is a project pending,
but we lack the **human
resources** to get it done.

I have a marketing team
but need one
reinforcement with
experience.

I want to **build and train**
the marketing team with
the support of experienced
professionals.

Marketing is fundamental
to our business and **we
have no one focused** on it
inside the company.



Thank you.

FOLLOW US HERE:



CONTACT

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Departamento de Marketing has offices in Spain and Portugal and a team of 12 people.

Our value proposition is to make Marketing accessible to any organization, whether through outsourcing, consulting, mentoring, and/or training, always delivered by experienced professionals.