MARIO CARMONA

Senior Product & Marketing Leader, APAC | Consumer Devices, Wearables and AI Software | Product Storytelling, Launches and Go-to-Market That Drive Adoption and Growth

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PROFESSIONAL SUMMARY

Senior product & marketing leader with 10+ years in APAC and global roles, currently leading Lenovo Gaming marketing for APJ. Experience spans EMEA, North America, and APAC, based in Singapore and APAC today. Pairs clear product storytelling with launches that scale. Manages a full consumer ecosystem end to end across six product line verticals — PC, tablets, desktops, visuals, accessories and services upsell — for students, gamers and high-performance buyers. Owns positioning, narrative and go-to-market (GTM) for that ecosystem, working directly with distinct product leaders, Finance, PR and other functions on priorities and launches. Leads market sizing, segmentation, new product introduction and new category development, and brings the APAC customer voice into roadmap decisions with global Product and Engineering. Tripled gaming revenue and share, taking Legion from #5 to #2 regionally and to #1 in four markets. Led Wearable Technology NPI across two generations: audience, positioning and launch for a new head-worn display category.

CORE SKILLS

Product and Market: Market Sizing, Customer Segmentation, New Product Introduction (NPI), New Category Development, Product Roadmap

Go-to-Market and Leadership: APAC Go-to-Market Strategy, Campaign Localisation, Route to Market (RTM), Portfolio Strategy, Cross-Functional Leadership, Executive Stakeholder Management, Generative AI in Marketing Operations

PROFESSIONAL EXPERIENCE

Regional Gaming Marketing Lead, APJ | Lenovo, Singapore | Dec 2019 - Present

- **Manage ecosystem end to end** across APJ and 14 markets: six product line verticals — PC, tablets, desktops, visuals, accessories and services upsell — for students, gamers and high-performance buyers, from positioning and launch to in-market growth.
- **Tripled** gaming revenue and market share, taking Legion from #5 to #2 in APAC and to #1 in Australia, Singapore, India and Vietnam.
- **Lead cross-functional work** vertical by vertical with distinct product leaders, plus Finance, PR and other functions, aligning market sizing, segmentation and roadmap input; bring the APAC customer voice to global Product and Engineering on category and launch-timing decisions.
- **Lead NPI for** new products and new categories end to end, including Wearable Technology NPI (head-worn wearable display, two generations): defined target audience, positioning and product story, and led channel readiness and launch execution.
- **Deliver** in-market go-to-market that respects local culture: local promotions, partnerships and retailer/etailer execution for sell-through; localise global campaigns, build market-specific campaigns and choose the right route to market.
- **Bring products to life** through regional field programs — Legion Tour, partner tentpoles, launch roadshows — from customer experience through to sales follow-up, qualified meetings and event-influenced pipeline; includes creator and community programs.
- **Lead** partner marketing with Intel, AMD, Microsoft and Nvidia: joint launch plans, toolkits, co-branded campaigns and MDF governance, driving partner-sourced and partner-influenced pipeline and sell-through.
- **Own** media, budget and full-funnel demand generation with media/digital and creative agency partners; support the wider consumer team on online/offline redemption programs (digital and physical goods) run on ML/AI-agent software.
- **Awarded** AP President's Club (2024) and multiple team excellence awards.

Global Marketing Manager for NPI | ASUS, Taipei | Jun 2018 - Nov 2019

- **Led Personal Device NPI and category creation for** a first-of-its-kind gaming smartphone: defined the audience, positioning and product story, and led the go-to-market introduction across 20+ markets.
- **Led** global ROG marketing and CES/IFA launches from introduction to post-launch optimisation; partnered closely with Product, Engineering, PR and Regional Marketing, feeding customer insight into roadmap decisions.
- **Drove** ROG to #1 global gaming brand in 2019; grew community by 20% through integrated digital, retail and PR campaigns.
- **Built** co-marketing with Intel, Nvidia, Microsoft, AMD and Qualcomm, and creator partnerships including Dave2D, to amplify product storytelling.

Gaming Marketing Lead, Spain | ASUS, Barcelona | Mar 2016 - Jun 2018

- **Built** ROG into Spain's gaming market leader with 35%+ share; grew community engagement by 400% and brand awareness to 60%.
- **Adapted** the global story for Spain through end-to-end campaigns with Sales, Product and retailers including Amazon, MediaMarkt and El Corte Ingles, driving local sell-through.

EDUCATION

BSc in Marketing, University of London | 2024 - 2026
Marketing and Communications, Universitat Oberta de Catalunya | 2014 - 2016

CERTIFICATIONS

IBM Data Analyst Certificate, IBM | 2025
Google Project Management Specialization, Google | 2022