



MAYORA DOMAINS
DOMAIN NAME MANAGEMENT

BUSINESS DEVELOPMENT MANAGER

ALEJANDRO MOLINA SANCHEZ

GUATEMALA OFFICE

 Guatemala City, Guatemala

SPECIALIZATIONS

- Business Development
- Commercial Strategy
- Market Expansion
- Environmental Sustainability

Alejandro joined **Mayora Domains, S.A.** in 2026 as a Business Development Manager, bringing over 12 years of experience in business development, commercial strategy, and market expansion across the legal, technology, financial services, sustainability and digital economy sectors. He leads the firm's growth strategy, focusing on the positioning and commercialization of specialized solutions for domain name management, brand protection, and digital assets.

Throughout his professional career, Alejandro has directed high-performance commercial teams in both B2B and B2C environments, managing regional structures and strategic alliances. Prior to joining the firm, he held leadership positions at organizations such as Ecofert, Grupo Fénix, iUNGO, Glovo, and OLX, where he achieved consistent results in revenue growth and market optimization.

Alejandro specializes in translating complex technical and legal solutions into clear value propositions for corporate clients. At Mayora Domains, his focus is on strengthening institutional relationships and guiding companies through the protection and expansion of their digital presence, ensuring that legal safeguards are seamlessly aligned with long-term commercial objectives.

EDUCATION

PANAMERICAN BUSINESS SCHOOL

Master of Business Administration (MBA), specializing in Digital Transformation

FRANKLIN UNIVERSITY

Master in Marketing and Communication