



MAYORA DOMAINS
DOMAIN NAME MANAGEMENT

MARKETING OPERATIONS SPECIALIST

PETER SARGENT MAYORA

GUATEMALA OFFICE

✉ mercadeo@mayoradomains.com

📍 Guatemala City, Guatemala

SPECIALIZATIONS

- CX Strategy
- Product Marketing
- Operational Workflow
- Digital Transformation
- Go-to-Market Strategy

LANGUAGES

- Spanish
- English

Peter joined **Mayora Domains, S.A.** in 2026 as a Marketing Operations Specialist. He began his professional career in the United States, building a robust foundation in service and operational leadership. Most notably, he served as Beverage and Service Director for Tasting Counter in Boston, where he managed complex service windows for high-end hospitality and developed inventory forecasting models that significantly improved cost efficiency. His background also includes specialized experience in the Fintech sector with Toast and in retail management, providing him with a unique perspective on customer lifetime value and the "last mile" of brand interaction.

Peter's expertise lies at the intersection of brand promise and operational reality. He specializes in customer experience (CX) strategy and the optimization of operational workflows, focusing on ensuring that high-level strategy translates into seamless, friction-free execution. He is a proponent of "Deep Synthesis," approaching business problems through design thinking to prototype and refine solutions that can be executed without unnecessary complexity.

At Mayora IP, Peter is currently dedicated to the analysis and synthesis of the firm's operational workflows. Leveraging his background in strategic marketing, he is working to refine the firm's digital presence and internal processes to ensure that strategic goals are supported by high-fidelity execution and clear communication.

EDUCATION

IE BUSINESS SCHOOL
Master in Strategic Marketing &
Communication

HAMPSHIRE COLLEGE
Bachelors of Arts (B.A.), Design and
Human Behavior

CERTIFICATIONS

HUBSPOT ACADEMY
HubSpot Marketing Hub Software

HUBSPOT ACADEMY
Revenue Operations