

Carolina Samsing

Marketing Director, HubSpot

As Marketing Director for Latin America and Iberia at HubSpot, Carolina is responsible for overseeing market penetration and expanding the Inbound methodology to new customers and partners in the region. As the first marketer of the region, Carolina was the creator of the team and the marketing strategy that today has one of the most widely read blogs in the region.

Before HubSpot Carolina was a marketing advisor for the Chilean President Sebastián Piñera where she was responsible for both the current image of the Government and the process for marketing campaigns and communications for public policies. Carolina was part of the founding team of Montreal Inversiones, a business accelerator where her role was to advise small and medium businesses with their Digital Marketing strategy.

Recognized author and speaker, Carolina is one of the most influential voices in sales and marketing in the Spanish speaking market. Today she lives in Boston where she moved in 2013 to pursue an MBA in Babson where she served as a Trustee on their board as the first appointed young graduate. She also seats at the board of Zissmo and Woomup and acts as a mentor to women in business across Latin America. Mother to a toddler named Colomba, Carolina is also an active runner and has finished 4 full marathons.