



Corporate Bio

Harold Pacheco, BCom
Director, Marketing

With over a decade and a half of marketing experience in several industries, Harold brings a well-rounded & forward-thinking perspective to his career roles. His efforts have received awards and recognition from national organizations such as Economic Developers Association of Canada, Institute of Public Administration of Canada, and Postmedia, and have directly lead to significant growth of brand awareness and sales.

Beginning his marketing career in the Oil & Gas industry, he worked his way to management positions in both the public and private sectors. Possessing a formidable combination of technical problem solving and creative thinking, his skills include developing multi-channel marketing strategies, marketing analytics, social media, traditional and online advertising, PR, event planning and overall business attraction and development.

Professional and polished, Harold has generated positive media sentiment and has appeared on CTV news, Metro newspaper, BBC UK Radio, CBC Radio, and other media channels. He is currently the co-chair of the BOMA Edmonton Marketing Committee, and member of the NAIOP Engagement Committee.



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