



CAMERON

C O R P O R A T I O N

Harold Pacheco, BComm, Director, Marketing



With over decade of significant marketing experience in several industries, Harold brings a well-rounded and forward-thinking perspective to the Cameron team. His career efforts have received awards and recognition from organizations such as Economic Developers Association of Canada (EDAC), Institute of Public Administration of Canada (IPAC), and Economic Developers Alberta (EDA) as well as publications such as the Edmonton Journal, StarMetro and MoneySense magazine. Harold's strategic direction has led to significant growth of brand awareness and sales.

He began his marketing career in the Oil & Gas industry, and worked his way through management positions in the financial and public sectors. His responsibilities include developing multi-channel marketing strategies, marketing analytics, social media, traditional and online advertising, public relations, event planning and overall business development.

Professional and polished, Harold has generated positive media relations for personal and organizational efforts. He has appeared on CTV news, Metro newspaper, BBC UK Radio, CBC Radio, and local newspapers, among other media channels. Harold graduated with a Bachelor of Commerce (with distinction) from the University of Alberta and is a member of the Advertising Club of Edmonton.