



Laura Martinez Molera is the Senior Marketing Manager for Latin America at HubSpot. Laura is responsible for expanding and educating the Latin American market with Inbound. Laura leads the content marketing and nurturing strategy, manages the communication in social media and with PR companies, and organizes events in the region.

Born in Barcelona, Laura is an Industrial Engineer reconverted into marketing thanks to her graduate degrees from ESADE and Hult Business School, where she studied Masters in innovation and international marketing.

Before working at HubSpot, Laura worked as an engineer at Hewlett-Packard where she coordinated international teams. She also worked at Tisinal, a local e-commerce startup from Boston, where she developed the digital marketing strategy.

Laura's hobbies include classic ballet – which she practices in a small church in Cambridge, baking, and discovering new unspoiled beaches in the Mediterranean.

Best,
Laura