



DRAGON

SPIRITS MARKETING

Lamar Romero · 2nd

Chief Executive Dragon, master of consumer engagement marketing, sipper of fine spirits, proud dad

Austin, Texas, United States · [Contact info](#)

500+ connections



1 mutual connection: Jake Suggs



Dragon Spirits Marketing
and Promotion



Texas A&M University

About

Lamar Romero is the founder and CEO of Dragon Spirits Marketing Inc, the #1 Brand Ambassador Gig Marketplace in America. DSM is a marketing and technology company established on the belief that the brand activation space (also known as the promotional model or experiential marketing space) is in great nee ... see more

Activity

3,813 followers



Thank you Jeff, I appreciate the comment! 😊

Lamar replied to a comment



Victoria Fruge check this video out!

Lamar commented



I've seen it in action! Awesome pack! :)

Lamar commented



LOL. This is a great video Sam! Love it! :)

Lamar commented

[See all activity](#)

Experience



Chief Executive Dragon

Dragon Spirits Marketing and Promotion

Mar 2013 – Present · 8 yrs 8 mos

Austin, TX

Dragon Spirits Marketing is the #1 Brand Ambassador Gig Marketplace in America

Dragon Spirits Marketing serves CLIENTS (Beer, Wine, Liquor, and CPG Brands)

Looking to hire:

Curated AMBASSADORS "DRAGONS" to fill activations such as:

[...see more](#)



Tribal Chief

Tequila Tribe

Apr 2012 – Present · 9 yrs 7 mos

Austin, TX

A community of tequila aficionados and agave lovers who unite to discuss and experience the spirits of Mexico.



Limited Partner

J Black's

Sep 2007 – Jun 2013 · 5 yrs 10 mos

This was a cool bar on West 6th street Austin TX and I was one of the original investors



Brand Partner/SVP Marketing

Abandonado Tequila

Apr 2012 – Apr 2013 · 1 yr 1 mo

Austin, TX

Our team made Abandonado Tequila extremely popular in Austin, TX....growing sales 30X over the course of 8 months.



Board Member

Metropolitan Breakfast Club



Jun 2010 – Jul 2012 · 2 yrs 2 mos

Austin TX

The board's role is managing the affairs of the organization. We meet twelve times a year to ensure MBC's vision is an ongoing success.

Show 5 more experiences ▾

Education



Texas A&M University

B.S., Industrial Distribution

1994 – 1998

Activities and Societies: Treasurer, Phi Beta Lambda - professional business fraternity

FAQ: Industrial Distribution is an engineering/business based degree. 55% of 1998 graduating class went straight to field sales and/or consulting roles



Gregory Portland High

1990 – 1994

Activities and Societies: GP Band 1990-1994 JV Basketball 1992-1993 Country dancin' at Orange Grove and other places... :) 1993-94

Worked way too hard and discovered life way too little