



Zamawa Arenas **founder | ceo**

A strategic thinker at heart, Zamawa has spent over 20 years in the world of communications, media and marketing.

Zamawa is founder and ceo of Flowetik, a brand marketing consultancy that helps leaders of small businesses, startups and social ventures grow and scale their ideas through smart and practical brand marketing.

Prior to founding Flowetik, Zamawa served for 15 years as principal of Argus, a full-service marketing and branding agency that partners with clients to do work that stands for something; work that matters. She lead the agency with a commitment to leveraging resources, transparency, and driving client success. Under her direction, Argus produced campaigns that generated a 20% increase in sales, exceeded acquisition rates by 5% and positively impacted thousands of lives.

Some of the clients Zamawa has worked with include Brigham & Women's Hospital, Cambridge College, Children's Trust, Comcast, DentaQuest Foundation, Liberty Mutual, Massachusetts Cultural Council, Massachusetts Convention Center Authority, Partners HealthCare, Staples, and The Conversation Project.

Beginning her career as a newspaper journalist in her native Venezuela, Zamawa was soon hired by the National Association of Graphic Arts as their public relations manager. Here she published a monthly magazine and organized international trade conferences. Still searching for her niche, she turned to cable television and worked her way up to programming and promotions director for a Latin American cable network where she was responsible for managing a multi-million dollar department.

Zamawa later moved to Boston to complete a Masters Program in Broadcast Administration at Boston University and never left. Her extensive experience in cable services led her to launch the first international pay-per-view movie service on the internet in 1996. Long before Netflix or Hulu or Paypal, Zamawa was streaming art-house films online. Skeptics questioned whether a service like that could ever work. History proved them wrong.

Active in Greater Boston's business and nonprofit community, she currently serves on the boards of several organizations including the Boston Foundation and Eastern Bank. Since 2006 Zamawa has served as a Trustee of the Boston Public Library.

Zamawa has received a number of awards for her business and community efforts, including four Emmys. She is the recipient of the Emerging Executive Pinnacle Award from the Boston Chamber of Commerce, and was named Leading Woman by the Girl Scouts, Patriots' Trail Council. She received the Give Liberty a Hand award from the Massachusetts Immigrant and Refugee Advocacy Coalition. She was also inducted into the YWCA Academy of Women Achievers. Most recently, she was named by the Boston Business Journal as a "Hispanic on the Move" an award for Hispanic professionals making a difference in Boston.

A sought-after public speaker, Zamawa is invited to participate in a variety of panel discussions and speaking engagements on entrepreneurship, branding and marketing, and building leadership in a diverse workplace.