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# New marketing head at Panasonic Avionics

By **Rick Lundstrom** on July, 31 2018 | People



Panasonic Avionics Corporation has appointed **Gaston Sandoval**, as Global Head of Marketing and Product Management.

In this role, he will lead Panasonic's marketing and product strategy as the company evolves into a digital platform and services company and delivers the next generation of passenger experiences. He will also oversee Panasonic's branding, market insights, product marketing, performance marketing, content marketing, creative, communications, as well as product management.

Most recently, Sandoval served as Senior Vice President, Global Marketing at [Openlink Financial](#), a leading enterprise software company, where he led its marketing transformation to a digital-first, outcome-based organization, repositioning the company that resulted in its accelerated successful acquisition by the ION Group.

Sandoval was Chief Operating Officer of [IBM Digital](#), where he led the deployment and market expansion of IBM's Marketplace. Under his leadership, IBM Marketplace's portfolio grew to include over 1,000 digital offerings, creating a new business unit with more than US\$1 billion in annual sales.

For two years, he served as CMO of the [Watson](#) and Software Group in Tokyo. In that role, he led IBM Watson's launch in Japan in partnership with Softbank Group, and established the market for artificial intelligence and cognitive solutions in the region.

He also launched IBM IoT, PaaS and SaaS portfolios, helping make Japan IBM's best performing region globally. As Head of Product Management for IBM datacenter provisioning and endpoint management products in Austin, Texas, he helped drive the foundational capabilities for IBM cloud.

"Gaston brings with him a wealth of experience that makes him the ideal person to lead Panasonic Avionics' repositioning into a digital platform and services company," said Mark Jennings, Chief Operating Officer of Panasonic Avionics Corporation, in today's announcement.

"Panasonic Avionics is world renowned for the innovation it continually delivers in the passenger experience," said Sandoval "As it evolves into a digital platform and services company, I look forward to the challenge of spearheading a marketing and product strategy which enable a next-generation passenger experience.