



# 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 ne... 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