



## David Diaz Joins Alibi Music as Director of Marketing

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David Diaz has joined Alibi Music as director of marketing, a newly created role for the music production company. In his new role, Diaz will manage day-to-day operations for Alibi's marketing initiatives, brand image and narrative.Â Â

"After a decade of largely organic growth that culminated in the launch of our powerful new website, Alibi is ready to build on this momentum in new ways," said Jonathan Parks, Alibi's founder and executive producer, in a statement. "David has just the right combination of expertise and drive to really amp things up for us, and we look forward to working with him on Alibi 2.0."

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Diaz has spent his career working in advertising, marketing and creativity. He most recently led the launch of a beauty brand startup, he has also overseen creative departments for national advertising agencies, managed large internal marketing departments and directed commercials and feature-length documentaries.

"What initially attracted me to this role was the idea of promoting a product that doesn't spoil, needs little-to-no storage space and can be infinitely useful to

content creators," said Diaz, also in a statement. "But I was also inspired by Alibi's leadership and its quest for constant improvement. I hope to offer new insights into an already highly defined marketing strategy, and look forward to increasing my value as Alibi transitions into its next chapter of growth and scale."

Diaz graduated from Northern Arizona University with a bachelor of science degree in advertising and launched his career as a junior copywriter with a small Phoenix-based agency. He then built, developed and sold the largest Hispanic advertising agency of its kind. Diaz also has directed the international marketing efforts for a global surf brand, a Swiss air filtration company and an automotive manufacturer.