

Who is the CEO of ARCA VIA Inc.?



California, Los Angeles, Jul 19, 2021 ([IssueWire.com](https://www.IssueWire.com)) - Co-founder | Chairman | CEO

Richard Mendoza has been improving marketing outreach and enterprise sales in the telecom, hospitality, and entertainment spaces for the past ten years. Known for his disruptive and cutting-edge approach to storytelling, content creation, and team collaboration, Richard is a trusted partner to firms that are ready to embrace real change and cultivate new levels of innovation.

As the co-founder and CEO of ARCA VIA Inc, a full-service entertainment company that encompasses, film, music, television, education, and the performing arts. Richard is the primary driver for developing key insights, laying out roadmaps towards key objectives, and delivering results that meet or exceed all expectations. To help accomplish this, Richard always takes a hands-on approach and full open communication. He fully understands his role in making a positive impact on his clients' ability to function on all levels, and he is very serious about making sure everyone on his team (and the clients) understands that as well.

In addition to his broad expertise in mobile app development, marketing strategy, and business development, Richard is deeply passionate about the arts. He has spent a great part of his career collaborating with artists and collectives in redefining the development of their craft. He has produced numerous live music and cultural events designed in appreciation, understanding, and love for the performing arts.

Richard holds a bachelor's degree in business management and global leadership from the W.P. Carey School of Business. In his spare time, Richard thoroughly enjoys exploring the latest trends in self-development, volunteering his time with surrounding communities, as well as experiencing local art and cultural events.



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