

Paula Vivas

Head of U.S. Marketing, Magnific

Paula Vivas leads Magnific's expansion in the United States, focusing on how AI becomes adopted inside creative industries. Her work sits at the intersection of narrative, ecosystem, and enterprise, turning technology into something teams actually use, trust, and build with.

For Paula, success is not visibility, but relevance. It's bringing the right people into the same room at the right moment and shaping the conditions for adoption.

Born and raised in Spain, she moved to San Francisco early in her career and built her path across design, marketing, and product strategy. Over time, she found her edge in opening new markets and developing the ecosystems that sustain them. Work that led her to Magnific, where she is defining how an AI platform lands in the world's most competitive creative market.

Her read on the market: companies don't win in AI by having the best tool alone. They win by embedding themselves into how people create. Into behavior, workflows, and culture. The product is the relationship, not the feature.

Paula is drawn to the balance between speed and craft, technology and human instinct. Outside of work, she throws clay. There's something grounding about shaping things by hand when the rest of your world is moving toward abstraction.

"You don't win a market by showing up with a product. You win it by reshaping how work gets done."

— Paula Vivas, Head of U.S. Marketing, Magnific