

Bruno Barreto Lino, born in Rio de Janeiro, Brazil

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Thought leader and consumer (creative, media, content) strategist in top multinational companies – agency and corporate sides – responsible for creating strong brand, product and distribution concepts and models based on deep cultural insights to back business innovation and brand communication. Consolidated consumer insights management role as key stakeholder and advisor in top management decisions. Created and managed content and data teams toward real time consumer communication, aligning digital and offline storytelling. Adapted global products and brands to LATAM cultural truths and created consumer strategies that impacted global decisions. Managed a handful of research methods ranging from qualitative to quantitative, on-line to offline backgrounds and real time intelligence. Managed social network crisis in FMCG, entertainment and mining. C-level reports across sectors. Team leader, professor and multilingual.

Professional Background

Feb 2022 on – Regional Strategy Lead (End-to-End LATAM) - WPP

Briefing and integrating WPP's key agencies around the globe - Ogilvy, MediaCom, Wunderman Thompson, Landor and Fitch and VML&Y - into the OpenX platform designed for The Coca-Cola Company.

Leading the End-to- End strategy design (Audience Discovery, Media, Content and Shopper experience) for brand localization in LATAM (Flavoured soft-drinks) , for Global Charters (nutrition brands) and for Local Heritage Brands, for The Coca-Cola Company.

Mar 2021 Feb 2022 – Head of Kolab - Connections and Cultural Insights Sr. Director - McCann WorldGroup

Leading The Coca-Cola Company's exclusive data and insights bureau, home to 34 professionals focused on media intelligence and performance, as well as digital anthropology.

Monitoring client's needs during its most complex restructuring and defining a new value proposition for the bureau in line with the new structure.

Jul 2019 Mar 2021 – Creative and Cultural Strategy Advisor – Yöne (Group Box 1824)

Creative and cultural strategy for international brands in the Latin American market.

Jul 2019 Mar 2020 – Business, Conversation Strategy and Data Insights Director – HavasPlus

Shaping a strategy and content module that could bring real time storytelling live for a telecom brand.

Leading 25 professionals from statistical, content creation, technology and consumer insights backgrounds toward building this strategy and real time content module from scratch.

Creating in-depth studies to support brand expression on music and sports.

Mar 2018 to Jun 2019 – National Director of Business Intelligence – Artplan Brazil

Artplan is the biggest independent Brazilian ad agency.

Leading the agency towards a common understanding of the role of intelligence and strategy by designing new operational and client service models based on the digital transformation of client's operations.

Managing 21 professionals of different seniority levels and backgrounds in three offices – Rio, São Paulo and Brasilia, responsible for clients ranging from mining, FMCG, entertainment, health care, to retail and government.

Defining the role of digital data in creative deliverables, automating data extraction and visualization, bringing statistics to the heart of decisions on content production and backing the media department in decision making.

Led the operation and analysis of the biggest Brazilian social network crisis in History (mining).

Mar 2018 to Dec 2019 – Professor at the Federal University of Rio de Janeiro - Media and Ad Planning.

Jun 2016 to February 2018 – Sr. Independent Brand and Cultural Strategist

Sr. Brand Strategy Consultant, playing a crucial role in the development of consumer and market diagnosis, brand positioning and in dealing with creative departments for clients such as **Coca-Cola**, **FutureBrand** and Chegg.com.

Designing and executing cultural studies to back architects in designing new boroughs and condominiums in both rich and poor areas in Brazil.

May 2013 to Apr 2016 – Knowledge and Insights Manager for Innovation – Coca-Cola Brasil.

▪Established a solid consumer insights agenda and developed Coke's collective genius to detect consumer insights and identify trends.

- . Framed the intrinsic platform – Coke Thirst (recognized as a Global Marketing Strategy and Insight best practice) - that influenced the Company's marketing strategy positively (improved KPI's) and backed Coke Brand communication global turnaround.
- . Understood the barriers to build the tea category in Brazil and designed brand strategies based on organic brand values and icons to overcome those barriers, saving efforts in designing new marketing campaigns. Led the brand team to design a clear benefit to unite different products and occasions to increase category consumption.
- . Co-led the creation of a real-time intelligence routine during the FIFA World Cup in Brazil.

Jun to Dec 2012 – Innovation Consultant - D!fferents Collective Creativity

Research and ideation sessions to get to new distribution models of nutrition beverages for emerging middle-class families in favelas through shared value models.

Apr to Oct 2008 Media Specialist – Interin – Coca-Cola Brasil

Jun 2005 to Mar 2007 Insights&Analytics Coordinator/Media Planner - McCann-Erickson

Clients: Coca-Cola, L'Oréal and Telecom Italia.

Structured nationwide campaigns for leading category brands. Studies on the emerging new media and their impacts on the communication structure of clients – mainly considering content sharing, streaming and mobility.

Internships

Oct 2001 to Feb 2003 Advertising and Media intern at Coca-Cola Brasil

Jan-Sep 2001 Media Trainee – Propeg

(as an award granted by the Media Group of Rio de Janeiro) Clients: Oi and Petrobras

Education

2007-2011 Vocational Diplomacy Scholarship/The Brazilian Ministry of Foreign Affairs

Advanced studies on Brazilian social, economic and political reality, on contemporary international politics and the image Brazil intends to frame internationally.

In 2011, I was the first placed in the Pre-selection Test of the exams to enter the Brazilian diplomatic career, among 8000 candidates (DOU 85, de 05/05/2011, seção 3/115). The 32nd in the final ranking. (DOU 163, de 24/08/2011, seção 3/131).

2003-2005 Full-time Master's in Business Administration and Marketing at Coppead/UFRJ, Rio de Janeiro, and ESSEC Business School, Paris

1998-2001 Bachelor's in Social Communication – Advertising – Federal University of Rio de Janeiro.

2000 Extension: Portfolio Course – planning, production and execution of advertising– ESPM

Languages: Fluent English, French and Spanish. Native Portuguese.