

CLAUDIO DE SOUZA

Advertising, Media, Marketing & Growth Senior Executive
Global Client Leader, Head of Media, Growth, CX and Marketing

I'm a marketer and brand builder with deep knowledge of the advertising and marketing space, and I have a real knack for connecting with people. I know myself well, which helps me keep improving and stay eager to learn and teach something new every day. I love my work and am always on the lookout for new ideas and opportunities that can help grow the company I'm working with. I pride myself on being an innovative and results-oriented executive, always willing to go above and beyond to create "first time-ever" solutions specially in the media space. As a growth hacker, I consistently see the glass as half-full, despite market challenges and adversities. My approach focuses on delivering value and fostering a positive, forward-moving environment. I am a hands-on professional, accustomed to working in fast-paced environments and making things happen. This not only enhances the dynamics of my team and peers but also leads to innovative solutions and sustainable growth, making the projects I've worked on extremely successful throughout my career.



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EXPERTISE

- Digital and Traditional Media
- Global Client Leadership
- Business Development & Growth
- Customer Experience
- CRM & Martech Implementation
- Team Training & Leadership
- Marketing Transformation Advisory
- Innovation and Product Development
- GTM Strategies
- Business Consulting
- P&L Management

INDUSTRY

- Automotive
- Pharma & Healthcare
- CPG
- Retail
- Media & Communication
- QSR
- Technology
- FS
- Hospitality

HONORS & AWARDS

- Received over 80 awards for media, creative, innovation and effectiveness
- Including 5 Grand Prix at Cannes
- Several Gold, Silver, and Bronze Lions at Cannes, including the First Innovation Gold Lion for Dentsu. Since the Innovation Category was launched in Cannes in June 2013, projects I led or participated in were shortlisted and/or won awards.
- Several Awards from Festival of Media US and LatAm
- 6 Grand Effie's + LIA, Clio, The One Show and D&AD award winner

SUMMARY AND CORE COMPETENCIES

- As an award-winning marketing, advertising and media executive with 28 years of experience, I specialize in revitalizing client brands and achieving corporate objectives across diverse industries and sectors.
- I have built my career on enhancing global marketing and advertising strategies, spearheading innovations in digital marketing, media planning, data and consumer insights, e-commerce, CX, and CRM for B2B, B2C, and D2C markets. Additionally, I have successfully managed a diverse portfolio of business accounts and overseen P&L responsibilities.
- My expertise spans Automotive, Pharma, Healthcare, CPG, QSR, Media, Communications, Retail, FS, Technology, and Hospitality sectors, developing GTM strategies for top 20 clients from the Fortune 500 and ensuring direct access to C-level executives.
- I excel in brand building, integrated marketing, innovation, and communications covering e-commerce and various forms of advertising including traditional and digital (performance media, SEO, SEM, display, video, programmatic, social, linear Radio, TV, OOH, CTV and print)
- An Industry Enthusiast: Keeps abreast of industry and cultural trends, best practices, and emerging technologies in paid media and digital marketing to foster innovation and sustain a competitive advantage.
- I have led high-end and complex digital transformation projects, averaging 600,000 to +1,000,000 man-hours for e-commerce, large tech platform implementations, media planning & buying, Data, Consumer Insights, CX, CRM, and Brand engagement.

CAREER EXPERIENCE

WPP plc - GroupM

Oct 2023 – Jan 2025

North America, Latin America, and Europe

Managing Partner - Global Client Leadership, Media and Growth

- I joined GroupM - WPP as part of a strategic initiative led by the Global and North American CEOs to enhance global client leadership across all WPP media agencies and data offerings. My role extends beyond traditional client leadership to include fostering inter-divisional collaboration with WPP agencies and partners, focusing on account management, new business development, and growth.
- This innovative approach provided opportunities to engage with both former and new clients.
- I'm also responsible, in collaboration with my peers at WPP, for creating "Health@GroupM", a global media powerhouse dedicated to healthcare.

Accenture Song - Accenture Plc.

Feb 2022 – Oct 2023

North America

Executive Business Director (EVP-L5) – Media, Sales and Growth Strategy – Marketing Activation, CRM and CX

- Championed a portfolio for Healthcare, Automotive, CPG, Media and Communications, driving growth and supporting all GTM strategies and media business opportunities from origination to closure.
- I was part of a high-performing sales pod with an active client pipeline and a multi-billion dollar P&L in 2022 and 2023
- Elevated and supported client engagement by managing media and marketing activation for global accounts such as Stellantis, Jaguar Land Rover, Abbvie, Bayer, Ford, and others
- Transformed digital services through MarTech implementations, platform recommendations, such as Google Suite, Adobe Cloud and developed GTM strategy for Accenture Song, cloud services, CRM strategy and tools, media strategy, planning, buying, and marketing activation.

EDUCATION

Central University of Belo Horizonte

Bachelor's degree, Communication and Media Studies – Advertising, PR, Journalism and Radio – 1994-2000 – Top Class Honor's

Central University of Belo Horizonte

Post-Graduate at Marketing and Branding & MBA (Marketing) -2000-2001

Stanford University

Leadership Executive Program at Stanford Graduate School of Business:
-Marketing and Innovation – 2013-2013

University of Pennsylvania

Wharton Education Program:
- Health Care Innovation - 2020
- Health Care Delivery - 2020

Harvard University

Education Program:
- Data Science – Machine Learning – 2020
Executive Education:
- Exercise Leadership- 2020

Parson School

Education Program:
- DEI: Diversity, Equity, and Inclusion for Organizational Leaders 2023- 2024

ADDITIONAL ROLES & VOLUNTEERING

Doctors Without Borders/Medecin Sans Frontier

Donor and active collaborator
1998-Present

Mario Penna Cancer Institute

Board Member - Marketing and Fundraising Chapter Brazil
1994-Present

Brazilian Army

Reserve Officer – 2LT
Brazilian Army (Exército Brasileiro) · Part- time
1993-1995

DUAL CITIZENSHIP

- Brazil
- U.S.

LANGUAGES

- Portuguese
- English
- Spanish

Dentsu Media & Creative – Dentsu Intl.

United States, Europe , Brazil & LatAm

Oct 2001 – Dec 2021

EVP/COO– Global Client Partner, New Business, Head of Digital, CX & Innovation

- **During my twenty-year tenure at Dentsu**, I effectively managed and cultivated long-term relationships with major global clients, including Stellantis (Fiat Chrysler, Jeep, and RAM), General Motors, Mondelēz, Google, Johnson & Johnson, Pfizer, General Mills, Nestlé, McDonald's, BCBS, Whirlpool, Coca-Cola Co., Walmart, AB InBev, Apple, GSK, LVMH, and others.
- **I boosted organic revenue from 25% to 45% year over year over a decade and secured new clients, generating over \$5.3 billion in production and \$10.5 billion in media billings** at Isobar/Dentsu Media & Creative. My team and I managed almost \$16 billion in billing and production revenue across CRM, media activations, digital transformations, customer experience, business consulting, and MarTech projects in the U.S., Brazil, Argentina, Colombia, Chile, Uruguay, and Europe (London, Spain, Italy, and France).
- **I worked closely with global CEOs, CMOs, CIOs, and CDOs**, leading the direction of marketing, digital media, and innovation across major markets in North America, Latin America, and Europe.
- I strengthened relationships **with a vast network of pay-for-performance partners in traditional, digital, and social media**, including top portals throughout Latin America (Brazil, Chile, Argentina, Uruguay), Central America (Panama & Mexico), and the United States.
- As a native digital executive active since the mid-90s, I developed digital products, offerings, and go-to-market strategies for major players like MSN, AOL, Yahoo, Facebook, and Google. As a co-founder of the IAB Brazilian chapter in the early 2000s, **I shaped digital formats, best practices, and regulations. My products are benchmarks in digital media worldwide**. I built relationships and alliances with niche, category-specific, and endemic sites, utilizing mobile, social media, events, activation, and games to expand reach and drive engagement.
- I led the complete implementation and digital transformation of businesses in highly competitive and global markets, especially in the Americas. **I strengthened partnerships and alliances with tech companies such as Adobe, Alphabet, Amazon, Meta, SAP, Salesforce, IBM, and Oracle**.
- As the organization's EVP and COO I successfully managed the P&L, reducing operating budgets by 27.5% while expanding the scope of services, achieving double-digit year-over-year growth in the last five years at the agency. **I maintained C-level relationships, consistently achieving high Client TRR scores between 9.1 and 9.4, significantly surpassing the market average of 7.4**.
- **I led a cross-functional team of over 1000 professionals in Brazil and the Americas (Creative and Innovation hub) including MDs, SVPs, and specialists**, effectively leveraging diverse skills to meet and exceed organizational goals. I served as an Executive Board Member from Fiat Chrysler Auto and Jeep Team (Stellantis) at Dentsu Media (2002-2015), and as a member of the General Motors Dentsu Media management leadership team.
- **I frequently collaborated with major agencies, media, and tech companies** such as Comcast Corp, Paramount, Hearst, Fox News, Spotify, Warner Bros Discovery, Adobe, Google Ads, Amazon Ads, AWS, Meta, Omnicom, IPG, McCann, W+K, BBDO, Ogilvy, Deloitte, Accenture, and others. My global and Americas actual and former clients included Stellantis, Ford Motors, General Motors, JLR, P&G, Coca-Cola Co., The Walt Disney Company, J&J, Pfizer, AB InBev, LVMH, Macy's, Nordstrom, Samsung, The Home Depot, Google, Microsoft, Apple, BCBS, Boots, Walmart, General Mills, Telecom Italia Mobile, Hertz, JPMC, Mastercard, Marriott, and others.

ADDITIONAL EXPERIENCE

Invited Professor/Keynote Speaker/Jury Member Dec 1998 – Present

- FGV - Fundação Getulio Vargas Brazil and FDC – Fundação Dom Cabral (MBA)
- Google US, Mexico, and Brazil (YT Brand Labs and Google Global Hackathons)
- Facebook US and Facebook Brazil (Facebook Ad's Spotlight)
- Amazon – AWS @CES 2015 - 2016, 2017, 2018, 2022 and 2023
- Cannes International Festival of Creativity 2014 (Fiat Live Store) & 2015 (Safe Key)
- New Technologies and Innovation MBA Graduates – Ibmecc/FGV/FDC - 2007-2013
- IAB Brazil Co-Founder (previously known as AMI Brazil) since 1998 - Present
- Snap Inc. Jury Member and Advisor – Hackathon 2018 and 2023

RECOMMENDATIONS

Global CEO and Claudio's Former Manager:

"Excellent ability to inspire others to achieve their potential. He was an extraordinary cultural builder. His focus was always on innovation to drive growth for his clients and his company. Claudio always had a "can do" attitude, even faced with the most impossible briefs and timelines. He is exceptionally self-aware and has the EQ to effectively manage the most complex and potentially tough situations."

CMO & CGO – Claudio's Coworker:

"Best attitude in the business. A driven and highly motivated team player and leader; he establishes strong bonds of trust both internally and with client partners. Visionary and thriving in fast-paced environments, his positive can-do attitude and spirit, his knowledge of the industry, and his ability to find positive outcomes, no matter how challenging the situation, are impressive."

SVP Client Lead and Claudio's Direct report:

"Claudio's leadership, strategic vision and ability to drive organizational success were huge. His ability to inspire and motivate teams made people want to be at Dentsu and stay at Dentsu under his leadership. He fostered a culture of innovation, collaboration and continuous improvement, encouraging team members at ALL levels to contribute their best ideas and efforts. If I was given the opportunity to work for Claudio again, I would take it in a heartbeat."