

# BRENO COTTA

## CHIEF CREATIVE OFFICER

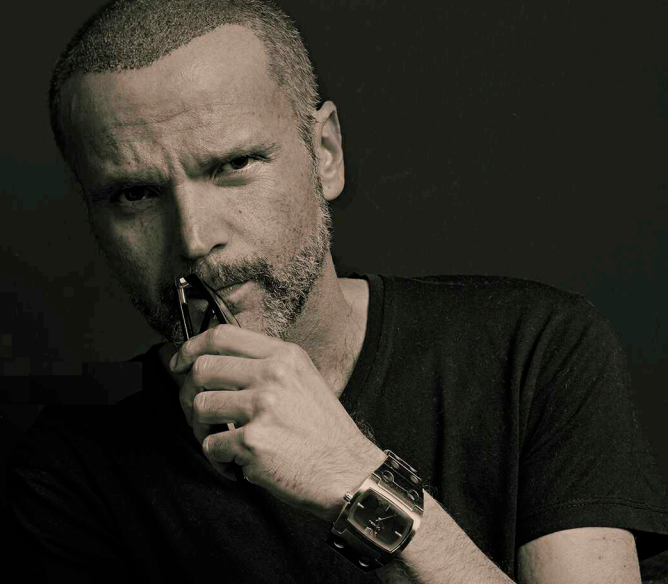
EDELMAN LATAM

(BRAZIL, MEXICO, COLOMBIA, ARGENTINA, MIAMI.)

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## CAREER SUMMARY

Brazilian/Spanish, award-winning CCO @Edelman LATAM, CCO@ JWT VM, also ECD @ MullenLowe Dubai. CCO at Scanad/JWT Kenya and former ECD at Cheil Spain. Also was Vp Creative at McCann and Grey Mexico, with a powerful background developing Cannes campaigns for major brands.

Was voted top 40 in the LATAM Creative Director's list, and has led teams of 40+ to successfully win over 30 International awards in the past four years. His strategic perspective has elevated his former agencies to rank in the top 5 in short periods of time. He's also known for having brands trust him to take bold steps into previously untravelled paths. Yearly new revenue under his watch averages up to 1 million+ Euros with a total of 90% wins on major pitches. He is a true specialist in finding talent and bringing the best out of them.

## QUALIFICATIONS AND AWARDS

- Languages: English – Fluent, Spanish – Fluent, Portuguese - Native
- 7 Lions at Cannes and Cannes jury in 2010. JURY AT EUROBEST 2016 and MENA Effies 2018.

## PROFESSIONAL EXPERIENCE

- 2021 - Present CHIEF CREATIVE OFFICER of Edelman LATAM. In charge of a team of 20, handling clients such as Johnson&Johnson, Coca-Cola, and Nissan.
- 2019 - 2020 CHIEF CREATIVE OFFICER @ WUNDERMAN THOMPSON VIETNAM. In charge of a Team of 23 creatives and keeping a close look at our Clients: Gameloft, Suntory, Aquafina, Tea+, Carlsberg also Jury@ Cannes film young Lions Vietnam.
- 2018 - 2019 Executive Creative Director at MullenLowe Dubai. Regional CD for MENA Accounts Infiniti, Ferrero, Pizza Hut, WBros - Jury at EFFIES 2018 in branded content.
- 2017 - 2018 CHIEF CREATIVE OFFICER at SCANAD/J.W.THOMPSON - SSA (NAIROBI) In charge of a team of 47+. Regional Head of Creative for SCANGROUP (Kenya, Ghana, Tanzania, Rwanda and Uganda.) Accounts handled: Safaricom (Vodafone), Barclay's, Domino's and Kenya Tourism Board among others.
- 2017 - 2017 (freelance) Independent Creative Consultant for WIZINK BANK Spain & Portugal (formerly Citibank). After winning the pitch and creating the new Brand campaign at Cheil, launched communication 2 year plan for Portugal together with the TV campaign. Also Innovation Juror in the Independent Advertising Festival @ Argentina.
- 2015 - 2017 EXECUTIVE CREATIVE DIRECTOR at CHEIL WORLDWIDE SPAIN 4 CANNES LIONS in 2 years. Gold Cyber Lion at Cannes for Samsung. Major bank account won - ex Citibank now called Wizink. Leading Spain and Portugal team (40+) handling Samsung, Reebok + others.
- 2012 - 2014 CREATIVE VICEPRESIDENT at MCCANN WORLDGROUP MEXICO Regional VP creative for the CPW account (Nesquick Cereal, Cheerios and Fitness brands) Also responsible for VIRGIN MOBILE and MASTERCARD. Winning 2 CANNES LIONS with the Non-Violence Project campaign. Effie won for Clorets Gums (Mondelez/Kraft) Running a team of 20.
- 2011 - 2012 EXECUTIVE CREATIVE DIRECTOR at GREY GROUP MEXICO Handled the HEINEKEN account. Diageo brands such as Johnnie Walker. DODGE AND FIAT PITCHES WON. One Show award for Amnesty Int'l.
- 2007 - 2011 CHIEF CREATIVE OFFICER at RUIZ NICOLI (SPAIN) Movistar. 1 lion at Cannes.



## PROFESSIONAL EXPERIENCE (CONTINUED)

- 2005 - 2007 **CREATIVE DIRECTOR** at TAPSA | Y&R  
Won and Handled the Vodafone account and Iberia airlines.  
Also supporting the KIA account Several awards including EFFIES
- 2004 - 2005 **CREATIVE DIRECTOR** at TIEMPO BBDO  
Handled the Renault account.
- 2000 - 2004 **CREATIVE DIRECTOR** at \*S.C.P.F... (WPP)  
Handled the BMW and IKEA accounts. Several awards with both clients.  
Vodafone pitch won.
- 1997 - 2000 **SR. COPYWRITER** at GREY GROUP SPAIN  
Telefonica and Pepe Jeans accounts.
- 1996 - 1997 **COPYWRITER** AT YOUNG & RUBICAM  
Heineken and Ford accounts.

## EDUCATION

- 1992 - 1996 **SCHILLER INTERNATIONAL UNIVERSITY (MADRID)**  
Bachelor of Business Administration – Major in Marketing · Minor in Economics.
- 1988 - 1992 **AMERICAN SCHOOL OF MADRID**  
High-School Diploma.

## HOBBIES AND INTERESTS

- Monthly column In Anuncios Magazine (most famous advertising magazine in LATAM)
- Ex-Part time Professor at the Universidad Complutense de Madrid.

## OVERVIEW OF LATEST ACHIEVEMENTS AND CLIENTS:

