

# JOSÉ CARLOS RODRIGUES

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## DIGITAL BUSINESS / MARKETING AND INTEGRATED COMMUNICATION EXECUTIVE

*Leading operations' P&L and large teams with up to 50 professionals in the areas of e-business, marketing and communication action planning, CRM, digital media business strategies, e-commerce management, digital production and consultative sales in Brazil and Latin America*

### **SOUND EXPERIENCE WITH AN ASCENDING CAREER AT DISNEY, J. WALTER THOMPSON (JWT), EURO RSCG AND HEWLETT-PACKARD**

#### EXPERIENCE IN

- Planning digital marketing and integrated communication strategies
- Consultative sales of digital and interactive solutions
- Developing business and monetization models in the digital environment
- Creative technology solutions' planning and development
- Managing brand presence in interactive channels
- Modeling business needs in interactive environments
- Storytelling and Gamification project applications

#### ACADEMIC BACKGROUND / PRACTICE AND LANGUAGES

- Special student, PhD in Business Administration – FGV University – 2019/current
- Master of Science (MSc.) in Consumer Behavior – ESPM University – 2018
  - Elected student representative for the Research Ethics Committee – 2017/2019
- Graduate specialization in Gamification – PUC University - 2016
- MBA in Digital Marketing Management – ESPM University – 2013
- Graduate course in e-Business/Internet Technology – UFRJ (*Universidade Federal do Rio de Janeiro*) - 2000
- Bachelor's degree in Advertising and Marketing – ESPM University – 1999
  
- Digital Marketing Professor – Faculdade Cásper Libero – 2018/current
- Digital Marketing Course Mentor at Springboard.com (US) – 2017/current
- Digital Branding Professor – Business School São Paulo – 2017/current
- Digital Communication MBA Professor – ESPM – 2016/current
- Graduate specialization Professor in Storytelling, Digital platforms, eCommerce, Project Management (PMI / Agile), Digital Crisis Management and Digital Innovation – ESPM – 2016/current
- Digital Marketing Professor for Marketing & Advertising graduation – ESPM University – 2004 / 2014
- Media Planning Bootcamp Professor – Miami Ad School – 2010 / 2012
  
- **Native Portuguese, fluent English and Spanish, basic French knowledge**

#### ADDITIONAL INFORMATION

- Brazilian citizenship, born in Sorocaba-SP-Brazil on Oct 29, 1977;
- Strong knowledge of internet technology; Analytics platforms (Google, Omniture, NetRatings, Comscore), MindMapping, Information Architecture, User Experience, Web programming and PMI methodology; Certified professional in Content Marketing, Inbound Marketing, Programmatic Media and Project Management (Certified ScrumMaster / CSM by Scrum Alliance);
- Lecturer on issues such as Online Consumer Behavior and Digital Transformation, with participation in the World Advertising Festival of Gramado, Intercon and Latin CMO Panamá congresses, among others;
- Articles published at: HSM, Update or Die, and scientific congresses (<http://www.jcrodrigues.net/artigos>);
- Published author of 4 books about Digital Marketing, Business and Behavior (<http://jcrodrigues.net/livros>);

## PROFESSIONAL EXPERIENCE

 Neuremotion 2013 – current Partner / Consultant / Trainer	   2004 – current Professor	 2017 – current Mentor
<p>Since 2013, leads collaborative project of neuromarketing, storytelling and behavioral analysis studies, providing lectures, in-company training sessions and consulting services. Attended companies such as Schneider-Electric, Activision-Blizzard, Nubank, Roche Pharmaceutical, Nestle Skin Care, Unimed, among others.</p>	<p>MBA and Specialization courses professor at:</p> <ul style="list-style-type: none"> <li>• <b>ESPM:</b> Storytelling, Digital Platforms, Agile Marketing, Digital Innovation, Social Media crisis management, and e-Commerce</li> <li>• <b>Business School São Paulo:</b> Digital Branding</li> <li>• <b>Faculdade Casper Libero:</b> Digital Marketing</li> </ul>	<p>Digital Marketing Course Mentor at Springboard.com, an e-learning platform startup based in San Francisco, providing career and technical guidance on digital marketing matters for professionals around the world (USA, Canada, Sweden, Mozambique, China, among others).</p>
 <b>The Walt Disney Company</b> 2008 – 2015 <b>Director, Disney Interactive, Brasil</b> Director, Disney Interactive Worlds, Latam Sr. Manager Interactive Worlds, Latam Project Manager, Club Penguin Brasil	<ul style="list-style-type: none"> <li>• Structuring and launching the Disney Interactive Worlds operation in Latin America, managing 50 people in the São Paulo and Buenos Aires offices, being responsible for marketing development and strategies, product, pricing, distribution and customer support of virtual worlds such as Club Penguin (<a href="http://www.clubpenguin.com">www.clubpenguin.com</a>). Conversion action creation achieving positions #2 (Brazil), #4 (Mexico) and #8 (Argentina) in number of subscribers worldwide</li> <li>• Starting in 2011, takes responsibility for P&amp;L of Disney Interactive Brazil (sales revenues of +US\$ 15MM), integrating Disney Online (websites, including <a href="http://www.disney.com.br">www.disney.com.br</a> – which led to position #1 in the Family &amp; Kids categories of Comscore and Nielsen Netratings -, online games, social media and mobile) and Disney Interactive Studios (videogames), with the creation of the business model for <a href="#">Disney Infinity</a> that became #1 TTL game in the country.</li> <li>• Development and launch of Disney Magic Shop - Disney's first e-commerce operation in Latin America – and <a href="#">Disney Babble</a>, online platform for relations with mothers and families, leading the website to the 4th audience position in its category in less than one year.</li> <li>• Creative concept idealization of co-branded initiatives between Disney properties and 3rd-party companies (such as Nestle, Amil, Vigor, among others) at the digital environment.</li> </ul>	
 2005 / 2008 <b>Digital Account &amp; Project Manager</b> Web Project Manager	<ul style="list-style-type: none"> <li>• Responsibility for account &amp; project management and planning digital marketing actions for Ford (<a href="http://www.ford.com.br">www.ford.com.br</a>) and its subsidiaries: Ford Trucks, Ford Credit, Parts and Services and Retail, including online media campaigns, receptive and mobile actions for the launch of Ford Fusion, New Fiesta, EcoSport and Ford Ka.</li> <li>• Planning and implementing digital marketing actions for Samsung, Reckitt-Benckiser, Unilever, Nestlé and Hospital do Câncer.</li> </ul>	

## **A1.BRASIL**

2004 / 2005

**Digital Planning, Account and  
Project Manager**

- Responsibility for account management, project management and planning of consumer and channel areas for Bridgestone, Zoomp/Zapping, Bayer Crop Science, Vicunha Têxtil, Costa do Sauípe, Itaú and JVC.



2003 / 2004

**Digital Project Manager**

- Project manager for Intel Latin America, Sodexho Pass, Nokia and BrBr
- Responsibility for email marketing program and processes in the areas of consumer, business and channel of Intel. Managing the online training project for the dealer community in Latin America.



1999 / 2002

**e-Business & e-Sales Project Mgr  
Brazil**

Project Manager HP.com Latin America  
Internet Project Supervisor  
Channel Marketing Analyst

- Implementing corporate identity in Brazil, Argentina and Chile websites, coordinating 4 multidisciplinary teams and responsible for the company's web environment (www.hp.com.br). Implementing CLM (Closed Loop Marketing) and digital accessibility concepts, making the content available to disabled people.
- Coordinating digital integration between Hewlett-Packard and Compaq in Latin America, at the time of the merger of the two companies.
- Responsibility for developing new functionalities in the e-commerce environment such as implementing PC configurator and electronic quoting system and the B2B electronic sales channel (hp VarDirect)

[Started career acting in the CRM, marketing and communication areas of consumer goods companies]

January/2019