

JOSÉ CARLOS RODRIGUES

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DIGITAL BUSINESS / MARKETING, INTERACTIVE COMMUNICATION & STORYTELLING

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

STRONG EXPERIENCE WITH AN ASCENDING CAREER AT THE WALT DISNEY COMPANY, J. W. 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, including freemium model and platformization;
- Creative technology solutions' planning and development;
- Modeling business needs in interactive environments;
- Storytelling and Gamification project applications;

ACADEMIC BACKGROUND / PRACTICE AND LANGUAGES

- Ph.D. candidate in Communication and Consumption practices - 2027
- Master of Science (MSc.) in Consumer Behavior – ESPM University – 2018
 - Master's Dissertation Best Paper Award (16th SGBED International Conference) – 2019
 - Academic Excellence Award - 2018
 - Elected student representative for the Research Ethics Committee – 2017/2019
- Graduate course in Storytelling – IADE/Lisboa - 2023
- Graduate course in Neuroscience & Applied Psychology – Mackenzie University - 2021
- Graduate specialization in Gamification – PUC University - 2016
- MBA in Digital Marketing Management – ESPM University – 2013
- Graduate course in e-Business/Internet Technology – UFRJ (*Univ. Federal do Rio de Janeiro*) - 2000
- Bachelor's degree in Advertising and Marketing – ESPM University – 1999

- Graduate course Professor: Edutainment & Storytelling Professor – FIA – 2021 / current
- Graduate course Professor: Digital Marketing & e-Commerce – Faculdade Cásper Libero – 2018 / current
- Graduate course Professor: Digital Platforms, Consumer Behavior, Storytelling, eCommerce, Digital Crisis Management and Digital Innovation – ESPM – 2004 / current
- Alumni Mentor – FGV – 2022 / current
- Digital Marketing Course Mentor at Springboard.com (US) – 2017 / 2020
- Digital Branding Professor – Business School São Paulo – 2017 / 2019
- Alumni Mentor – ESPM - 2015 / 2016
- Media Planning Bootcamp Professor – Miami Ad School – 2010 / 2012

- **Native Portuguese speaker; fluent in English and Spanish; basic French knowledge**

PROFESSIONAL EXPERIENCE



Neuremotion // Marketing, Science & Technology
 Operation's Director / Partner
 2015 / current

ESPM | FIA | Casper Libero Universities
 Master's and Graduate Courses' professor
 2004 / current

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, Janssen Pharmaceutical, Brazilian Paralympic Committee, Nestle Skin Care, among others.

Master's and Graduate Courses' professor at:

- **ESPM:** Storytelling, IT & Digital Platforms, Digital Transformation, Brand licensing, Social Media crisis management, and e-Commerce
- **FIA:** Edutainment & Storytelling; Crisis management in Digital Platforms
- **Cáspier Libero Faculty:** Digital Marketing & e-Commerce



Springboard.com

Mentor - Digital Marketing

2017 / 2020

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).



The Walt Disney Company

Brazil Digital Products & Experiences Director (Disney Interactive)

2011 / 2015

Latin America Virtual Worlds Director (Disney Interactive Worlds)

2011 / 2013

Latin America Virtual Worlds Sr. Manager

2010 / 2011

Latin America Product Manager (Club Penguin)

2008 / 2010

- 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 (www.clubpenguin.com). Conversion action creation achieving positions #2 (Brazil), #4 (Mexico) and #8 (Argentina) in number of subscribers worldwide
- Starting in 2011, takes responsibility for P&L of Disney Interactive Brazil (sales revenues of +US\$ 15MM), integrating Disney Online (websites, including www.disney.com.br – which led to position #1 in the Family & 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 [Disney Infinity](#) that became #1 TTL game in the country.
- Development and launch of Disney Magic Shop - Disney's first e-commerce operation in Latin America – and [Disney Babble](#), online platform for relations with mothers and families, leading the website to the 4th audience position in its category in less than one year.

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.



J. Walter Thompson
Account and Project Manager
Digital Projects' Manager
2006 / 2008
2005 / 2006

- Responsibility for account & project management and planning digital marketing actions for Ford (www.ford.com.br) 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.
- Planning and implementing digital marketing actions for Samsung, Reckitt-Benckiser, Unilever, Nestlé and Hospital do Câncer.



A1.Group
Planning, Account and Project Manager
2004 / 2005

- 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.



EURO RSCG (Havas Group)
Project Manager
2003 / 2004

- Project manager for Intel Latin America, Sodexo 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.



Hewlett Packard Brasil
e-Business & e-Commerce Project Manager
HP.com Project Manager for Brasil, Argentina and Chile
Internet Project Supervisor
Channel Marketing Analyst
2001 / 2002
2000 / 2001
2000 / 2001
1999 / 2000

- 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]

ADDITIONAL INFORMATION

- Brazilian and Italian (UE) 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 Storytelling, 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.com.br/artigos>) such as *International Conference of the Society for Global Business & Economic Development (SGBED)*, *Asociación Latinoamericana de Investigadores de la Comunicación (ALAIC)*, Retail LatinAmerican Congress, among others (CLAV-FGV);
- Published author of 4 books about Digital Marketing, Business and Behavior (<http://jcrodrigues.com.br/livros>).

January/2024