

CLAUDIO DE SOUZA

SENIOR ADVERTISING, MEDIA SALES, MARKETING & GROWTH EXECUTIVE

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New York, NY | Open to Relocation: Miami, New Jersey, Atlanta & Detroit

POSITIONING STATEMENT

Senior advertising, media sales, and marketing leader combining deep agency expertise, digital-first innovation, global client leadership, and a strong commercial mindset to accelerate revenue, expand strategic accounts, deepen client partnerships, and transform emerging opportunities into scalable business growth.

PROFESSIONAL PROFILE

Globally minded advertising executive and media sales executive with 25+ years of experience across advertising, media, technology, consulting, client leadership, commercial growth, MarTech, CX, and performance marketing. Combines C-suite counsel and hands-on digital expertise with a record of building pipelines, developing go-to-market strategies, and translating client priorities into scalable media and technology solutions. Led major relationships and sales opportunities for global brands across CPG, automotive, travel, healthcare, financial services, retail, media, entertainment, QSR, and technology. Brings cross-market experience across North America, Latin America, and Europe spanning traditional media, digital, social, DOOH, CRM, e-commerce, retail media, data-driven marketing, and AI-powered advertising.

CORE COMPETENCIES

- Senior Global Client Partner
- Market Transformation Advisor
- Senior Media Sales Leadership
- Strategic Account Growth
- New Business Development
- Commerce, Retail & Programmatic Media
- Digital Transformation
- Commercial & GTM Strategy
- Team Leadership
- MarTech & AdTech
- CRM & Customer Experience
- Media Strategy, Plan & Buy

EXPERIENCE

LATCOM/WORLDCOM OOH, NORTH AMERICA | JUL 2025–PRESENT

MANAGING DIRECTOR – NORTH AMERICA

- Lead LATCOM | Worldcom OOH's North American P&L, media sales, revenue growth, and expansion agenda, strengthening market presence throughout the U.S. and Canada while directing broader regional business priorities.
- Set the regional commercial strategy across sales, business development, partnerships, marketing, customer experience, technology, and pricing to create a more connected platform for sustainable growth.
- Direct North American go-to-market and sales strategy with emphasis on international and multicultural brands, translating LATCOM | Worldcom OOH's position as one of the largest global OOH and DOOH networks into relevant advertiser solutions across more than 120 markets.

KEY ACHIEVEMENTS

- Expanded executive responsibilities beyond the core LATCOM | Worldcom OOH business to oversee TDT Global, the group's MarTech and AdTech company, and Contenidos Advertising, a digital and interactive design organization, strengthening cross-platform sales and delivery capabilities.
- Helped establish an integrated, AI-powered media ecosystem spanning advanced audience segmentation, impression forecasting, real-time reporting, pricing optimization, and measurable business growth.

GROUPM / WPP MEDIA, NORTH AMERICA, LATIN AMERICA & EUROPE | OCT 2023–FEB 2025

MANAGING PARTNER – GLOBAL CLIENT LEADERSHIP, GROWTH AND MEDIA

- Selected for a strategic initiative led by the Global and North American CEOs of GroupM to strengthen global client relationships and accelerate commercial growth across WPP Media and Creative agencies and data offerings.
- Advanced strategic media-sales, account-expansion, and new-business opportunities for major clients and prospects by connecting WPP's agency, media, technology, and data capabilities to evolving client priorities.

KEY ACHIEVEMENTS

- Led account growth and new-business efforts for major clients, including JPMC, and contributed to the successful J&J pitch representing approximately US\$300M in media billings, alongside other global organizations.
- Partnered with senior WPP leaders to create “**Health@GroupM**,” a global media powerhouse dedicated to healthcare, while helping evolve WPP's global media proposition across digital, retail media, data, and emerging technology capabilities.

ACCENTURE SONG — ACCENTURE PLC., NORTH AMERICA | FEB 2022—OCT 2023

EXECUTIVE BUSINESS DIRECTOR (EVP-L5) — MARKETING ACTIVATION, CRM, CX AND MEDIA

- Led commercial growth and media-sales pursuits across financial services, healthcare, automotive, CPG, media, and communications, aligning portfolio priorities with go-to-market strategies and opportunities from origination through closure.
- Cultivated an active client pipeline and contributed to a multi-billion-dollar P&L across 2022 and 2023 through executive relationship development, opportunity creation, and integrated solution selling.
- Expanded client engagement and commercial opportunities across major global brands including Stellantis, Jaguar Land Rover, AbbVie, Bayer, Citi, Bank of America, Edward Jones, Merrill Lynch, Stripe, McDonald's, and others.
- Strengthened digital sales and delivery capabilities by guiding MarTech implementations, platform recommendations, and integrated marketing solutions using Google Marketing Platform and Adobe Experience Cloud.
- Developed go-to-market strategy for Accenture Song cloud services, CRM strategy and tools, media strategy, planning, buying, and marketing activation.

KEY ACHIEVEMENTS

- Positioned marketing activation, CRM, CX, media, and technology capabilities as interconnected growth levers for major enterprise clients, helping accelerate Accenture Song's advertising business across S&C accounts and contributing to sales pod growth from \$800M to \$1.3B
- Partnered with Droga5 on 6+ major integrated media and creative pitches, including Stripe and Coinbase, contributing to growth and the award-winning *Less Talk, More Bitcoin* Super Bowl campaign, which won the Cannes Lions Grand Prix in Direct.

DENTSU MEDIA & CREATIVE — DENTSU INTERNATIONAL, UNITED STATES, EUROPE, BRAZIL & LATIN AMERICA | OCT 2001—JAN 2022

EVP/COO — GLOBAL CLIENT PARTNER, NEW BUSINESS, HEAD OF DIGITAL, CX & INNOVATION

- Served as Global Client Partner and Head of Digital (advertising, MarTech implementation, and e-commerce), while leading new business, strategic account growth, and long-term relationships with major clients including Stellantis (Fiat Chrysler, Jeep and RAM), General Motors, Mondelez, Google, Johnson & Johnson, Pfizer, General Mills, Nestlé, McDonald's, BCBS, Whirlpool, Coca-Cola Co., Walmart, AB InBev, Apple, GSK, LVMH, and others.
- Oversaw approximately \$5.3B in production and \$10.5B in media billings across Isobar/Dentsu Media & Creative while leading multi-market teams and complex client programs throughout the U.S., Brazil, Argentina, Colombia, Chile, Uruguay, Europe, Japan, Italy, and France.
- Partnered with global CEOs, CMOs, CIOs, and CDOs to shape media, marketing, digital, and innovation agendas and convert enterprise priorities into commercial opportunities across international markets.
- Strengthened senior decision-maker relationships and expanded programs spanning traditional, digital, and social media across Latin America, Central America, and the United States.
- Built digital executive leadership capabilities and developed digital products, offerings, and go-to-market strategies involving MSN, AOL, Yahoo, Facebook, and Google, drawing on digital leadership dating to the mid-1990s.
- Directed digital transformation and commercial expansion initiatives in highly competitive global markets, with particular emphasis on the Americas.
- Built strategic alliances with Adobe, Alphabet, Amazon, Meta, SAP, Salesforce, IBM, and Oracle to expand technology-enabled media, marketing, and customer-experience offerings.
- Led a cross-functional organization of more than 1,000 professionals in Brazil and the Americas, including creative and innovation hubs spanning GMs, SVPs, specialists, and executive leadership.
- Collaborated with major agencies, media organizations, technology companies, and brands including Carat, Paramount, Hearst, Fox News, Spotify, Warner Bros Discovery, Adobe, Google Ads, AWS, Meta, Omnicom, IPG, McCann, W+K, BBDO, Ogilvy, Deloitte, Accenture, and many more.

KEY ACHIEVEMENTS

- Scaled digital capabilities from the industry's formative era into a global offering encompassing digital media, CRM, CX, MarTech, social, mobile, commerce, and transformation.
- Contributed to consistent double-digit year-over-year client growth during a five-year period as the organization expanded from approximately 9,000 to 45,000 employees and broadened its global services.
- Delivered sustained media-sales and commercial growth through account expansion, senior client stewardship, solution diversification, and new-business leadership across an extensive international portfolio.
- Sustained high client retention and maintained client-survey (TRR) averages of 9.1 and 9.4 out of 10 through C-level relationship stewardship, responsive delivery, and continued account development.
- Expanded organic revenue growth from 25% to 45% year over year over a decade by identifying additional client needs, broadening service relationships, and creating new avenues for account growth.

EDUCATION

BACHELOR'S DEGREE, COMMUNICATION AND MEDIA STUDIES – ADVERTISING, PR, JOURNALISM AND RADIO, 1994–2000

Central University of Belo Horizonte; Graduated with Honors

POSTGRADUATE STUDIES IN MARKETING & BRANDING & MBA IN MARKETING, 2000–2003

Central University of Belo Horizonte

LEADERSHIP EXECUTIVE PROGRAM IN MARKETING AND INNOVATION, 2013

Stanford University Graduate School of Business

WHARTON EDUCATION PROGRAM IN HEALTH CARE INNOVATION & HEALTH CARE DELIVERY, 2020

University of Pennsylvania

EDUCATION PROGRAM IN DATA SCIENCE – MACHINE LEARNING, EXECUTIVE EDUCATION, & EXECUTIVE LEADERSHIP, 2020

Harvard University

EDUCATION PROGRAM IN DEI: DIVERSITY, EQUITY AND INCLUSION FOR ORGANIZATIONAL LEADERS, 2023–2024

Parsons School of Design

AWARDS AND HONORS

- Received more than 80 awards recognizing media, creative, innovation, and effectiveness including 5 Grand Prix at Cannes Lions
- Received multiple Gold, Silver, and Bronze Lions at Cannes, including the First Innovation Gold Lion for Dentsu; since the Innovation Category launched at Cannes in June 2013, projects led or supported were shortlisted and/or received awards.
- Earned several awards from the Festival of Media U.S. and Latin America.
- Received 6 Grand Effie awards in Latin America, as well as Clio, The One Show, and D&AD recognition.

ADDITIONAL ENGAGEMENTS

INVITED PROFESSOR/KEYNOTE SPEAKER/JURY MEMBER | DEC 1998–PRESENT

- FGV – Fundação Getulio Vargas Brazil and FDC – Fundação Dom Cabral (MBA).
- Google U.S., Mexico, and Brazil–Brand Labs and Google Global Hackathons
- Facebook U.S. and Facebook Brazil (Facebook Ads Spotlight)
- Amazon – AWS at CES 2015, 2016, 2017, 2018, 2022 and 2023
- Cannes International Festival of Creativity 2014 (Fiat Live Store) and 2015 (Safe Key)
- Professor: New Technologies and Innovation MBA Graduates – IBMEC/FGV/FDC, 2007–2013
- IAB Brazil – Co-Founder, previously known as AMI Brazil, 1998–Present
- Snap Inc. – Jury Member and Advisor, Hackathon 2018 and 2023
- ANA – Association of National Advertisers – Jury Member for MarTech and AI Mastery Awards, 2026
- ANA – Association of National Advertisers – Jury Member for Multicultural and Inclusive Marketing Excellence, 2026

VOLUNTEERISM & LEADERSHIP

DOCTORS WITHOUT BORDERS/MÉDECINS SANS FRONTIÈRES | 1998–PRESENT

DONOR AND ACTIVE COLLABORATOR

MARIO PENNA CANCER INSTITUTE | 1994–PRESENT

BOARD MEMBER – MARKETING & FUNDRAISING, BRAZIL CHAPTER

BRAZILIAN ARMY | 1993–1995

RESERVE OFFICER, BRAZILIAN ARMY (EXÉRCITO BRASILEIRO) – PART-TIME

IAA – INTERNATIONAL ADVERTISING ASSOCIATION | 2025–PRESENT

BOARD MEMBER - NORTH AMERICA

ADDITIONAL INFORMATION

Languages: Portuguese, English and Spanish

Citizenship: Dual citizen of Brazil and the U.S.

AI, AdTech & Technical Proficiencies: Adobe Experience Cloud, Salesforce Marketing Cloud & Data Cloud, Google Marketing Platform (DV360, Campaign Manager 360), Google Ad Manager/Ad Exchange (AdX), The Trade Desk (TTD), Amazon DSP & Amazon Ads, LiveRamp, Walmart Connect, PubMatic, Magnite, Google Cloud, Gemini, ChatGPT/OpenAI, Claude, Perplexity, Midjourney, DALL·E, Veo 3.1, Jira, Slack and others.

Interests: Tennis, Soccer, Brazilian Jiu-Jitsu, literature, music and movies