

MARCO BEZERRA

INTERNATIONAL EXECUTIVE CREATIVE DIRECTOR

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INTRODUCTION

My name is Marco Bezerra. I'm a creative adventurer that uses advertising as a tool for self-improvement. I have worked in agencies around the globe such as TBWA/Berlin, DM9DDB São Paulo, Africa São Paulo, CP+B Gothenburg, JWT Dubai, Tribal DDB Amsterdam and DM9Sul Porto Alegre. My passion in life is to discover, shape and learn cultures.

The way I've approached my career made a powerful impact in my work and in my personality. The result can be seen in the awards my teams won and the business I have helped to build. My teams won medals in all the top international festivals such as Cannes, Webby, D&AD, ADC/NY, Clio, and One Show. One of my best talents is to work with local insights to create international ideas. Maybe that's why my teams performed so well in local awards: two Grand Prix in Lynx, Grand Prix in Digital in the El Ojo de Ibero America, Grand Prix in the Golden Drum and Eurobest.

As you can see, I lived in many places. The biggest challenge that I had was in a very familiar place, though. It was when I moved back to my hometown with 31 years old to open one of the most awarded ad agencies outside São Paulo. Brazilian advertising is very centralized and to build an innovative place outside a big city is an impossible mission.

Today I work as a Global Creative Director focused in Design, Art and Innovation at Specsavers. Specsavers in the biggest retail of glasses and healthcare in UK, Australia, Northern Europe and launching this year in Canada. I lead a team of more than 20 creatives, designers and innovators spread around 4 different locations around the globe.

EDUCATION AND WORK RELATED TIMELINE

1989 -1995	Elementary and High School in Military School of Porto Alegre.
1995-2000	Graduated in Advertising, PUC-RS, Porto Alegre, Brazil. (Catholic University)
1996-1998	Started to work in advertising at the agency ESCALA in Porto Alegre.
1998	Digital Design and Graphic Design, Camberwell College of Arts, London-UK
2003	Moved to São Paulo to work for Lew, Lara\TBWA.
2005	Listed among the top Young Art Directors in Brazil and part of the Brazilian Young Creative Delegation in Cannes.
2005	2 nd most mentioned Brazilian Art Director in Lürzer's Archive Magazine.
2007	Moved to Berlin to work for TBWA/Germany
2007	Worked in the international TBWA SWAT team in Moscow for Troika Dialog.
2008	Worked for adidas in the Euro 2008 in Austria and Switzerland.
2008	Help to organize and lead a TBWA SWAT Team in Germany for Häagen Dazs.
2009	Worked in the international TBWA SWAT team in Switzerland for Kraft Foods.
2010	Accepted as a member in the Art Director Club Germany. In the same year selected to be in the Jury of the festival.
2011	Moved to Sweden and started to work for CP+B Gothenburg.
2011	Took part in the team that worked in the Orange and Milka Pitch for CP+B. Also worked for Burger King in UK and Spanish markets as Senior Creative.
2012	Left Sweden to Holland and started working in Tribal DDB Amsterdam.
2012	Help to lead the creative effort from DDB in the adidas World Cup 2014 pitch. Part of the small team from DDB that presented the work at the adidas headquarters. This pitch was leaded by Amir Kassei.
2012-2013	Came back to Brazil to be the Creative Vice President and partner of DM9Sul DDB.
2012-2013	Dm9Sul was considered the Promo agency of the year in Brazil by the Advertising Press Award (Prêmio Colunistas).
2012-2013	Dm9Sul was the Creative Agency of the year at South Brazilian local award.
2012-2013	Took part in the jury of the El Ojo de Iberoamerica. It's the biggest award in Spanish and Portuguese language. In the same year won the Grand Prix in Digital.
2013	Invited to be in the jury of Ciclop Festival. The only award focused in advertising craft.
2014	Dm9Sul was Creative Agency of the year at South Brazilian local award for the second year.
2014	For the second year took part in the jury of the El Ojo de Iberoamerica
2014	Dm9Sul was already the most awarded agency in international awards in the history of our local advertising.
2014-2015	Moved to DM9DDB in São Paulo to be the General Creative Director, responsible for Johnson&Johnson, AMBEV, Chocolates Brasil Cacau, and New Business. In the present year was leader in the pitch that won the FIAT Toro business for the agency.
2015-2016	New appointed ECD for JWT Dubai working for Coca-Cola, Fanta, HSBC, Bentley, Carrefour, Kraft, Nestlé, Bentley, Dubai Cares. 3 rd Most Awarded Agency in the Dubai Lynx.
2016-2017	JWT Dubai won 2 Grand Prix and 11 medals at the 2017 Dubai Lynx.
2017-2018	GroupCreative Director for Vivo Telecom in Africa (Omnicom Agency). Won part of the business of the Brazilian National Football Team Sponsorship. 4 Cannes Lions and the first Glass Lion in the DDB Network history.
2019-Today	Responsible for the transformation of the In-House Specsavers agency in a innovation powerhouse for the Specsavers business.

DETAILED WORK EXPERIENCE

LEW, LARA TBWA

SENIOR ART DIRECTOR
2002-2007 - SÃO PAULO

I arrived in São Paulo to work in this legendary agency. At the time I arrived the agency was growing like crazy. We had Jack Lew, Marco Versolato and Ricardo Freire as CDs. Lately Dede Laurentino joined the team. The agency was in an old warehouse in JK Av. in São Paulo. The amazing creative culture we had made the agency reach the 3rd position in the ranking of profitability. It was the perfect place for me to start my career after a couple of experiences in my hometown.

TBWA BERLIM

CREATIVE DIRECTOR
2007-2010 - BERLIM

To live the moment in time we had in TBWA Berlim was incredible. The city was different, full of alternative life and the agency was blooming. At the time TBWA Berlim was leading the Media Arts project called espectacular. The idea was to create gigantic landmarks by Adidas in specific cities. In this ecosystem I had the chance of doing the Impossible Goalkeeper.

CP+B GOTHENBURG

SENIOR CREATIVE
2010-2011 - GOTHENBURG

CP+B Gothenburg was a social experiment by itself. At the time I arrived, the agency had just started the operation. The heritage was from the digital agency Daddy that was bought by CP+B. The chance of seeing so many cultures living together in a free country as Sweden was awesome. I was working very close to Gustav Martner and helped him in a couple of Pitches that we were going for. I also had experiences with the UK/US team working for Milka and Burger King.

TRIBAL DDB AMSTERDAM

ASSOCIATE CREATIVE DIRECTOR
2011-2012 - AMSTERDAM

Tribal DDB Amsterdam was an incredible place at that time. We had the leadership of Jacco Ter Schegget as CEO. The agency had just got a Grand Prix in Cannes and had some amazing clients like KLM, Philipps, Gucci, etc... I had a great time being a key part in the Adidas Global Pitch for the World Cup 2012 being led by Amir Kassei. Unfortunately we lost the pitch to TBWA and the World Cup to Germany.

DM9DDB

ECD and Partner of DM9Sul
2012-2016 - SÃO PAULO/PORTO ALEGRE

I was invited by my long time friend Marcio Callage to open DM9-SUL in my hometown. DM9 is a legendary brand and to be partner in a boutique operation from this agency was more than a challenge. It was an honour. In almost 4 years DM9-SUL became the most awarded agency in history of South Brazil. We became a reference of creative work. The agency closed when Omnicom bought the ABC group. With that DM9-SUL merged with Pereira & O'Dell São Paulo. At that time I decided to join DM9DDB São Paulo as a General Creative Director helping directly Marco Versolado, the CCO.

JWT DUBAI

EXECUTIVE CREATIVE DIRECTOR
2016-2017 - DUBAI

Invited by Matt Eastwood to change the culture of the office in Dubai by winning awards and new business. In 18 months in the position the agency achieved a historical performance of 2 Grand Prix at the Lynx Festival. We also won pitches for important brands like Bentley, Carrefour, Harvey Nichols, Emaar and National Bonds. I was also listed in the 9th position as creative leader by the BW Report for the MEA region.

AFRICA

GROUP CREATIVE DIRECTOR
20017-2018- SÃO PAULO

Creative Lead on the biggest account in Africa São Paulo: VIVO. Together with an awesome team we won business inside the client like part of their World Cup sponsorship and the Rafael Nadal endorsement. The business of VIVO in the agency was 100 million dollars investment in media and 12 million dollars in production. 4 Cannes Lions and the first Glass Lion in the DDB Network history.

SPECSAVERS

DEPUTY CREATIVE DIRECTOR
2019-Today - GUERNSEY

Global Creative Director for Art, Design and Innovation responsible for the creation of the new Specsavers Visual Identity. In the cultural level, the main achievement is to work in the transformation of the in-house agency in an innovation department responsible for design, conceptual creative, communication and innovation to the global Specsavers business.

REFERENCES

MATT EASTWOOD WORLDWIDE CCO JWT

I brought Marco to JWT to upgrade the creative reputation of our office in Dubai. Within no time at all, he had done exactly that. After his first year, the office won 3 Grand Prix's at Dubai Lynx. An incredibly impressive achievement. Marco is talented, strategic, thoughtful, passionate, compassionate, and an all round great leader. I hope we get the chance to work together again.

MARCO VERSOLATO CCO JWT SINGAPORE

I have the pleasure to work several times with Marco Bezerra and i have seen him growing hugely after these few years. His skills on great innovative projects, award winnings, client managing and I cannot think of a greater person to have in a team as he is. He is eager to join and add in any project, is amazing when leading teams, and I can see a lot of his peers have him as a constant inspiration and guidance. He is very creative and hard worker and loves challenges. I hope I can still have him working together again in our careers!

DAVID BARTON BUSINESS DIRECTOR ADVENTURES OF

Not only is Marco one of the best Creative Directors I've ever had the pleasure of working with, he's also one of those rare CDs who deserved that very title in equal measure. His outstanding creativity led to the award winning work we did together on adidas for the 2008 European Championships in Austria & Switzerland, as well as to countless other projects for adidas & McDonald's. Aside from his golden eye for brilliant ideas, his fearless leadership and ability to both manage and empower those who work alongside & into him is just as redoubtable. On top of his Jedi Knight skills as a creative leader, his undying love for Sport Club Internacional and his eerily laid-back nature, Marco has also been known to pilot bicycles up severe inclines with unflagging speed, and once single-handedly defended a small village in the Amazon basin from a horde of ferocious army ants. I've gone to war for him before and would jump at the chance to do so again.

ERIC ROSA CCO PUBLICIS ONE JAPAN

I've known Marco for years. And in every one of those years, I've witnessed his reputation (and legend) grow. And the reasons for that are many. First, his personality. Marco is one of the nicest to be around. He can change the mood of an agency and make any happy hour happier just by being there. Second, his craft. His craft is flawless and you can always see in his work the difference it makes-- solid art direction with the best possible taste one can have. Third, his leadership. Marco has led different teams in different continents-- and always with a very clear before and after. At every agency Marco had the opportunity to lead, the difference was stark-- with awards and praise from clients to support. And finally, his international experience. Few have had the kind of exposure that Marco has had in his career. He has excelled in different countries, cultures and in the process has become a global creative-- second to none. Marco is the rarest kind of creative and leader out there. Generous, (very) talented, kind, driven, charismatic and above all-- with the greatest laughter-- that can inundate a room and make everyone smile.

JACCO TER SCHEGGET CEO SOUTH EAST ASIA JWT

I loved working with the Big Brazilian: kind, cordial and good for his team. Marco has a good sense of aesthetics and is able to create big transformative ideas for international audiences.

PERRY VALKENBURG FORMER WORLDWIDE CEO TBWA

Marco is that rare breed of creative that develop great work and direct others as well. Mostly one or the other is suffering. Marco thinks big, very big but always relevant to the brand. Marco is a great judge of creative.

STEFAN SCHMIDT CD AND FOUNDER DIECKERTSCHMIDT

I had the pleasure and the honour to work with Marco Bezerra for a couple of years at TBWA Berlin. Marco and his copy-writer were behind some of the best adidas work ever done worldwide and took a major part in us winning some severe McDonald's business.

AWARDS



3x Silver, 7x Bronze
1st Glass for DDB Network
38 Shortlists



2x Webbys



2x Silver Pencil
Bronze Pencil
5x Merits

FAST COMPANY

2 ideas among the 2019
World Changing ideas



Dubai Lynx
2x Grand Prix
JWT DUBAI 3rd Agency 2016



**EL OJO
DE IBEROAMÉRICA**

1x Grand Prix Digital
4 Golds, 4 Silvers and 4 Bronzes



the european festival of creativity
2Golds,
2 Silvers and 2 Bronzes



1x Grand Prix Design
And Art Direction

**BW
R17**

9th Most Awarded
Creative Leader in
The MEA Region



1x Bronze



3x Pencils

**CLIO
A W A R D S**

2x Bronzes,
5x merits
Grand Prix Clio Sports

- Until 2006 already had over 15 merits in CCSP (Brazilian Annual),
- 2nd most mentioned Brazilian Art Director in 2005 by Luerzer's Archive,
- Delegate Young Creative 2005 - Brazil,
- Gold at Art Directors Club Austria,
- Gold, Silver and Bronze at Art Directors Club Germany,