

GUSTAVO RAZZETTI

31 Bonwit Rd, Riverside, CT 06878
Cell: (203) 249-4541
www.linkedin.com/in/gustavorazzetti

gustavorazzetti@gmail.com
Blog: <http://strategicsense.net>
Twitter: @gusrazzetti

SENIOR AGENCY MANAGER - MULTICULTURAL & DIGITAL MARKETING

- General Manager/CEO with 22+ years of experience in integrated marketing communications both in U.S. Hispanic and Latin America markets. Confident, creative, strategic and results-driven leader who inspires others to test the limits and over deliver.
- Change agent with the expertise to transform an agency model -culture, capabilities and ideation process- into a digital/ integrated communications company. Successfully managed 5 agencies in New York, Argentina and Puerto Rico.
- Consistent track record of fueling growth, driving operational efficiency, improving revenue and bottom-line through hands-on management in different scenarios: early-stage, high-growth and turnaround environments.
- Strategist by conviction, digital pioneer by choice, leader by evolution; playing a key strategic role in the development and growth of Global, regional and domestic blue chip brands in almost every category.

CORE EXPERTISE

- Transformational Management
- Visionary Strategist
- Major Client Management
- Developing world-class teams
- Digital Marketing
- Multicultural Marketing
- Communications Planning
- New Business
- Business start-up and turnaround
- Full P&L responsibility
- Major contract negotiation
- US Hispanic & Latin America

PROFESSIONAL EXPERIENCE

GlobalHue, New York

May 2009 - Jul 2010

The nation's largest integrated marketing communications agency dedicated to multicultural consumers. Ranked #3 Hispanic and #1 African American Agency by AdAge (2010 Agency Report).

President

Hired to take the New York office to the next level, developing digital and integrated marketing capabilities as well as elevating overall creative product and client service.

Achievements:

- Re-structured team of 200+ employees to provide multicultural offering versus ethnic specific while providing efficiencies for both clients and agency.
- Developed digital competencies and integrated marketing capabilities winning digital specific assignments.
- Brought both innovation and an aggressive business approach to create added value and additional revenue sources: Bi-cultural opportunity, Print Automation and Portuguese audience among others.
- Developed LatinMinds, a think tank to develop consumer insights and Social Media presence that helped boost internal morale as well as becoming the multicultural shop with the most Social Media presence.
- Key Clients: Verizon, Bermuda Department of Tourism, U.S. Census Bureau, Merck, NY Latino Film Festival and Subway.

Euro RSCG Latino, New York

Jan 2007 - May 2009

CEO

Challenge: re-launch the declining US Hispanic arm of Euro RSCG.

Achievements:

- Successfully re-structured and re-launched the operation efficiently integrating both U.S. and Latin America resources.
- Agency experienced triple digit growth and became ranked #19 in 2007 versus #39 in previous year.
- One of the most profitable agencies in the network (in %).
- Successful new business acquisition: DIRECTV, sanofi-aventis, Walgreens, The Hartford, Sprint (DM), St Jude Children's Research Hospital, Bristol Myers Squibb, Chivas Regal and Humane Society of the United States.
- Developed proprietary research to tap into the Bi-cultural opportunity.

**Euro RSCG, Puerto Rico
CEO & Chairman**

Jul 2004 - Dec 2006

Challenge: turnaround a traditional local agency and transform it into an innovative integrated marketing communications shop aligned with Euro's philosophy and approach.

Achievements:

- Grew agency from #9 position to #4 in local ranking in less than 2 years (staff of 85+)
- Developed highly profitable Euro RSCG 4D division, which became one of Puerto Rico's leading agencies in the digital marketing and promotions field.
- Transformed a traditional media department into a total communications planning one.
- Clients won: L'Oreal, 20th Century Fox, Cadbury Schweppes, AutoZone, Ferrero, ReckittBenckiser.
- Other clients: Walgreens, Burger King, Honda dealers, Acura, BBVA, Corona, Ricoh, Roche.

**Euro RSCG, Argentina
CEO & President**

Apr 2002 - Jul 2004

Challenge: transform a digital agency into an integrated marketing communications shop.

Achievements:

- Developed a truly integrated agency (90% of clients benefited from our full service offering).
- Growth of more than 158% in second year, becoming top 20 while maintaining digital reputation.
- New clients won: BBVA, Blockbuster, General Motors (Suzuki and Isuzu), Telephone 2, HSM Group, Bodegas Bianchi, Consolidar AFJP, Living and Jardin (magazines).
- People managed: 60+

**Euro RSCG 4D / WhyNet, Argentina
Owner & CEO**

Mar 2000 - Apr 2002

Challenge: start a local digital agency with world-class product.

Achievements:

- Shop became one of the leading local digital agencies in terms of innovation, revenue and creativity.
- Worked for local, regional and global projects for leading brands such as Brahma, Reckitt, 20th Century Fox, General Motors, CNA, Bonafide, Bacardi, Movicom and Unilever.
- Created innovative ways to use digital marketing including development of widgets (back in 2001...).
- Company was acquired in 2002 by Euro RSCG (HAVAS).

**McCann Erickson, Argentina
SVP Strategic Planning & Account Management**

1994 - 2000

Challenge: expand my management responsibilities beyond Strategic Planning.

Achievements:

- Reorganized agency into brand teams (account, creative, media) improving client satisfaction, agency revenue and profit margin.
- Agency jumped from #9 to #1 in local ranking within 3 years. People managed: 120+
- Local and regional new business: MasterCard, Sony, StarMedia, HSBC, Bacardi, Nestlé.
- Developed proprietary consumer studies leveraging insights as well as the agency visibility.
- Participated in acquisition of marketing services companies and lead cross-agencies integration (promotion, direct marketing, public relations, etc). Created one of the first local digital agencies.
- Locally implemented global training program (McED).

Bozell, Argentina - VP Strategic Planning Director

1989 - 1994

- Development of the Strategic Planning area, which became a core tool in business development.
- New business won: Repsol YPF, Chrysler, HSBC, Maxima AFJP, Banco Hipotecario among others.
- Agency became number #1 in local ranking (from #18) in less than 3 years.

FCB/ Pragma, Argentina - Strategic Planner

1987 - 1989

Panamerica Plasticos (Reebok), Argentina - Marketing Analyst

1986 - 1987

EDUCATION

- Agency Management Seminar, Columbia University, Columbia Business School 1997
- Social Psychology, Escuela Argentina de Psicología Social 1989 -1993
- Advertising & Marketing, Universidad de Ciencias Empresariales y Sociales 1985 -1988