

# FERNANDO LOUREIRO


CREATIVE STRATEGIST & PARTNERSHIP

LEADERSHIP | BRAND ACTIVATION | SPONSORSHIP | EVENTS | MARKETING STRATEGY

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## EDUCATION

MS, Sports Business  
**New York University**  
New York, NY  
2015

MS, Sports Marketing  
**ESPM**  
São Paulo, SP - Brazil  
2012

Bachelor, Marketing &  
Advertising  
**ESPM**  
São Paulo, SP - Brazil  
2010

## PROFESSIONAL DEVELOPMENT

Certificate Program,  
Fan Engagement  
**Barça Innovation Hub,**  
**Universitas**

Certificate Program,  
Sports Marketing  
**ESPM**

Certificate Program,  
Digital Entertainment  
**ESPM**

## PROFESSIONAL PROFILE

Over 12 years of experience leading integrated marketing campaigns in a variety of sports, gaming and entertainment platforms across the world.

From leveraging corporate sponsorships to optimizing digital campaigns, I have worked with a wide array of brands from the ground up. This includes managing multi-million-dollar budgets to orchestrating the most efficient and successful brand activations across the U.S, Latin America, and Asia.

As a leader, I value and cultivate a culture of innovation, ownership and collaboration.

## EXPERIENCE

### Ampverse | Singapore | 2022 (Present)

#### *Regional Head of Marketing and Business Development*

Head the brand marketing division across the region, for all group brands (Bacon Time, MiTH, SBTC, Minana and 7SEA), driving go-to-market strategy across a variety of marketing disciplines, development of new products, event planning and execution, marketing budget planning & PNL management and leading a team of 50+ marketers, creatives, social media managers and event planners.

- **Led the conceptualization** and implementation of the first of its kind fan-engagement division in the gaming and esports industry with the Bacon Time team in Thailand contributing for a 400% goal achievement in community building.
- **Oversaw the planning and delivery** of a fan-centric event for Bacon Time which drove 200%+ of revenue from projected merch sales, aside from sponsorships and other streams, whilst engaging 100+ fans with a series of activities that generated an uplift in brand sentiment.
- **Head the strategy** and tactical plan of all brand activation and brief response projects under the newly founded Amp Agency division, accumulating a pipeline of USD \$1.85 Million in just 3 months of operations.

### Razer | Singapore | 2020 - 2022 (2 years)

#### *Senior Lead, Global Esports*

Lead global sponsorship strategy and activation for tournaments, teams and athletes within the esports ecosystem, nurturing relationships and building groundbreaking partnerships that challenge the status quo and elevate Razer's brand, while acting as the enabler for gaming and esports fans worldwide.

## SKILLS

Marketing Strategy  
Experiential Marketing  
Project Management  
Events & Operations  
Activation  
Sponsorship  
Digital & Social Media  
Branding  
People Management  
Sports Athletes & Influencers  
Presentations

## TECHNICAL SKILLS

MS Office Suite  
Photoshop (Basic)  
Keynote

## ACTIVITIES

Volunteer  
**New York Cares**

Panelist  
“What Brands Should Know  
About Rio 2016?”

**GlideSlope**

Panelist  
*eSports x Business Asia*  
**EXB Asia**  
Panelist  
*Opportunities in Business of  
Gaming and Esports*

**Broadcast Asia**

Panelist  
*Data-driven insights into  
Asia’s on demand  
entertainment*

**InnovFest**

Panelist  
*The future of gaming & esports*  
**SportsPro APAC**

- **Spearheaded the partnership** from start to finish with Moonton including their events sponsorship and activation (M Series, MSC and MPL), licensing, and overall IP activation.
- **Headed** the project from ideation to execution for an esports induction with the Accor Group, by the creation of immersive gaming experiences by redesigning hotel rooms into esports suites.
- **Project lead** for the strategy around The International 11 ambush marketing activation plan, taking the charge from ideation to execution.

### **ONE Championship | Singapore | 2019 – 2020 (1 year)**

*Account Director*

*Asia’s largest sports media property*

Responsible for retention and growth of a selection of the company’s largest partners with an end-to-end responsibility to lead ideation, planning, reporting and execution of the strategy and sponsorship activation plan for brands such as JBL, TUMI, Grab, LU Global, Delfi, among others across APAC.

- **Planned and executed** brand activation for our partners in over 15 events across Martial Arts and Esports.
- **Ideated and executed mitigation plan** to turn live event activations into full-scale content marketing, influencer and social media campaigns for JBL’s launch of their first ever gaming range *Quantum Series*.
- **Led end-to-end content strategy** for LU Global (investment app) to tell their story through Martial Arts, by leveraging an array of digital and social media campaigns through compelling storytelling.

### **Love.Fútbol | New York | 2015 – 2019 (3.5 years)**

*Marketing & Sales Consultant*

*Non-profit that engages communities to plan, build, and manage football pitches as sustainable platforms for social change.*

Promote soccer for social development. Acquire brand sponsorships and design the marketing and communication strategy for each project. Contribute to defining sales structure, standards, and processes.

- **Struck award-winning deal with Unilever**, garnering “**Best Project or Initiative in Sport for Good**” from Beyond Sports Award, for a 6-brand activation championing social development campaign.
- **Propelled outreach efficiency and fueled internal collaboration and morale** by strategizing and assisting to implement global sales processes, including tracking, reporting, and new, inclusive commission structure.

## LANGUAGES

Portuguese  
*Native*

English  
*Fluent*

Spanish  
*Intermediate*

French  
*Beginner*

### Leverage Agency | New York | 2016 – 2018 (2 years)

#### Senior Account Manager

*Full-service sports, entertainment, and media marketing agency.*

Gained, managed, expanded, and retained key accounts for branding and marketing assets and headed business development efforts for consulting and brand strategy. Prepared proposals and sales pitches. Directed team planning and execution of brand marketing strategies, plans, and prominent experiential events.

- **Key role in paving the road for the launch of Schalke 04's Bundesliga pro-soccer team into U.S. market, landing a 3-year deal through compelling strategy;** executed 10+ brand activation events in 3 markets.
- **Spearheaded gain of HCL Tech's North America account and evolved into their go-to person** for U.S. events; led their experiential ambush activation program in the **Winter X Games in Aspen '18**, defeating a large competitor despite higher cost. **95% approval rate; delivered 10% below budget.**

### ESM | São Paulo | 2011 – 2013 and 2019 (2.5 years)

#### Sports Marketing Manager

*One of Latin America's top 5 sports marketing agencies with operations in Mexico and Argentina.*

Managed accounts for major brands, properties, and professional sports teams. Gained sponsorships. Planned/executed marketing strategies, heading brand activations in global sporting events, such as FIFA World Cup and Olympic Games.

- **Designed and executed** full strategy for Kirin's market penetration and growth in market share in Campinas (home to their industrial plant in Brazil), by the creation of a professional volleyball team that served as a leading marketing asset to bring the city together.
- **Managed** the digital campaign and e-commerce platform of a portfolio of 9 major football teams in Brazil, overlooking digital activations, promotional campaigns and product launches.
- **Led** the campaign from strategy to execution of Becel's (Unilever) sponsorship strategy and activation of the São Paulo Marathon.

#### Early Career:

Account Executive, **IT Mídia** | 2010 – 2011 (6 months)

Trainee, **WTC Business Club** | 2009 (1 year)

Account Executive, **InTaxi** | 2008 (6 months)

Intern, **BBH Group** | 2007 (6 months)