

FERNANDO LOUREIRO

CREATIVE STRATEGIST & PARTNERSHIP MARKETING

LEADERSHIP | BRAND ACTIVATION | SPONSORSHIP | EVENTS | INTEGRATED CAMPAIGNS

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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

A results-driven Senior Leader with 15+ years of progressive experience in sports business and marketing, specializing in creative strategy, global market expansion, and high-impact sponsorship activations. I leverage data-driven insights and a collaborative approach to build meaningful partnerships and deliver transformative, integrated campaigns that consistently exceed organizational goals.

EXPERIENCE

rEvolution | Singapore | 2023 (present)

VP, Integrated Client Services - APAC

Lead the agency expansion into Asia, from inception to growth, overseeing all account management, client P&L, creative strategy for all new business, RFP responses, and corporate marketing efforts to grow the agency presence in the market.

- **Headed and won** a landmark RFP for the market expansion of the four tennis Grand Slams into South Korea, a watershed moment for the agency; **Led** the development of the go-to-market strategy of the project.
- **Created and executed** a VVIP hospitality for Avery Dennison at the 2024 F1 Singapore Grand Prix, leading to the establishment of a strategic global fashion factory council, in a high six figure deal.
- **Conceptualized and launched** rEvolution's thought leadership series, Play it Forward: APAC. A combination of quarterly events, podcasts and whitepapers, positioning the agency as a catalyst of sports business, bringing the brightest minds together, having **authored** the latest whitepaper.
- **Owned and delivered** major activations such as NetApp's hospitality program at the 2025 MLB Season Opener at the Tokyo Dome in Japan, and tata Communication's trackside experience at the Chinese F1 Grand Prix.
- **Spearheaded the creative strategy** of all sales pitches for APAC, leading to the development of 50+ proposals and the lead of all regional RFP responses, including those of high-profile names such as Standard Chartered Bank, Adidas F1, Ambipar, Grand Slam Tennis, Petronas, the NBA Rising Stars and Asian Tour.
- **Development of rEvolution's business, marketing, and corporate development** plans for the region, laying the foundation for the long-term growth of the agency.

SKILLS

Marketing
Creative strategy
Experiential marketing
Project management
Hospitality
Events & Operations
Sponsorship activation
Digital & Social media
Branding
People management
Sports athletes & Influencers
Presentations
Business development
Client PNL

TECHNICAL SKILLS

MS Office Suite
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 economy
Innovfest
Panelist
The future of gaming & esports
SportsPro APAC
Panelist
Going global whilst thinking local
SportsPro APAC

Ampverse | Singapore/Bangkok | 2022 - 2023 (1 year)

Head of Brand Marketing

Head the brand marketing division across the region for all group brands, driving go-to-market strategy, event planning and execution, budget planning and P&L management; 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 Bacon Time, contributing for a 400% achievement in community growth.
- **Oversaw the planning and delivery** of a fan-centric event for Bacon Time which drove 200%+ of revenue from projected merch sales, aside from sponsorship 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 activations and creative strategy for all new business pitches under the newly founded Amp Agency division, contributing USD 1.85M in just three 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 challenged the status quo and elevated Razer's brand, while acting as the enabler for gaming and esports fans worldwide.

- **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 charge from ideation to execution.

ONE Championship | Singapore | 2019 - 2020 (1 year)

Account Director

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.

LANGUAGES

Portuguese	Native
English	Fluent
Spanish	Intermediate
French	Beginner

Love.Fútbol | New York | 2015 – 2019 (3.5 years – concurrent engagement)

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 in 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 integration 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.

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

Senior Account Manager

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 launch of Schalke 04's Bundesliga pro-soccer team into U.S. market, landing a 3-year deal through compelling presentation; executed 10+ 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 hospitality program in the Winter X Games in Aspen '18, defeating a large competitor despite higher cost. 95% approval rate; delivered 10% below budget.

Early Career:

Sports Marketing Manager, **ESM** | 2011 – 2013 and 2019 (2.5 years)

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

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

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