

## **Gustavo de Mello**

**SVP, Director of Strategic Planning**

Gustavo never liked the idea that people could be defined with one word. He believes that everyone has multiple personalities and plays different roles throughout their lives, their days. It fascinates Gustavo to think about how that affects people's behavior.

Maybe this multi-angled view of the world is a result of his journalism and advertising undergrads in Sao Paulo, Brazil, where he lived most of his life. Or maybe it is because he is from Rio, where the beach makes everybody equal, and where any pre-judgment is nothing more than an assumption, although people do it anyway.

As a writer, a graphic designer and later as a managing director at Mauro Ivan Marketing Editorial, a premier marketing consulting company in Sao Paulo, Gustavo knew he had to understand these layers to convince executives from Microsoft, Philips Electronics, Diners Club, Peugeot, Pfizer, and many others to let him design communication strategies that connected with their consumers in Latin America. Gustavo thought he did alright. They never complained and kept coming back.

Maybe Gustavo is a frustrated creative or an incompetent account guy, but after graduating with a master in Integrated Marketing Communication (IMC) at Northwestern University, IL, he realized that Account Planning was the perfect place to make use of his many skills and to explore the numerous doubts he had about people and society. So he came to Lápiz in the beginning of 2001 to lead this discipline in the agency and help building a solid business focusing on the Hispanic opportunity, and has been asking too many questions since...

On the other hand, maybe Gustavo drank too much wine, or hit too many heads while playing rugby, or just listened to too many songs...any of these could have turned him into what he is today. What does he do to relax? Besides the wine, Gustavo reads a lot, eats too much cheese and tries to keep up with every possible sport in the planet. He hasn't given up music yet but he did give up rugby because of his bad knees...so he bought a motorcycle.