

## **CAMPAIGN NAME – THE CLINKER**

### **HEINEKEN BRAZIL**

Heineken® VP Marketing: Cecilia Bottai Mondino

Heineken® Senior BU Director: Eduardo Baggio Garcia Picarelli

Heineken® Brand Director: Igor de Castro Oliveira

Heineken® Brand Manager: Williane Vieira

Heineken® Brand Coordinator: Camila Baltar

Heineken® Brand Analyst: Giullia Gonçalves

Heineken® Consumer Connections Director: Fernanda de Souza Saboya Barros

Heineken® Media Manager: Luana Mello Belchior Vieira

Heineken® Media Analyst: Carla Tassi

Heineken® Senior Corporate Communications Manager: Rafael Golfe

Heineken® Corporate Communications Manager: Beatriz Massi França

Heineken® Senior Brand PR & Influence Manager: Luiza Agostini

Heineken® Brand PR & Influence Manager: Camille Pereira Nunes Feitosa

Heineken® Digital & Data Coordinator: Eduardo de Paiva Vieira

Heineken® Growth Marketing Coordinator: Estela Marcondes

Heineken® Brand Experience & Sponsorship Director: Guilherme Bailão

Heineken® Brand Experience & Sponsorship Manager: Beatriz Ruiz

Heineken® Brand Experience & Sponsorship Coordinator: Alan Nascimento

Heineken® Brand Experience & Sponsorship Analyst: Erika Viana

Heineken® Brand Experience & Sponsorship Analyst: Pedro Araujo

Heineken® Trade Marketing Coordinator: Caio Augusto de Campos Moraes

Heineken® Trade Marketing Analyst: Julia Junqueira Netto Denunci

### **HEINEKEN GLOBAL**

Head of Global Heineken® Brand: Nabil Nasser

Heineken® Global Integrated Communications Director: Dana Katz

Heineken® Global Integrated Communications Manager: Beatrice Jordão

Heineken® Global Head of Digital Consumer Innovation: Natacha Volpini

Heineken® Global Communications Manager: Yoann Hello

## **LePUB**

Global CEO, LePub & CCO, LePub Worldwide: Bruno Bertelli

Global Chief Creative Officer: Cristiana Boccassini

Global Chief Creative Officer: Mihnea Gheorghiu

President: Marina Pires

Chief Strategy Officer (CSO): Marie Alonso

Executive Creative Directors: Greg Kickow, Rafael Alves, Yan Prado

Creative Director: Leandro Vilas

Head of Art: Yan Esteves

Associate Creative Directors: Raul Lima, Ignacio Carelli, Caio Lima, Nayla Alana

Art Director: Eduardo Torres

Copywriter: Bernardo Medina

Junior Art Director: Andreza Aragão

Junior Copywriter: João Vinaud

Executive Business Director: Juliana Dantas

Account Director: Marina Roge

Account Manager: Lucas Araque

Account Supervisor: Marcella Marigo

Account Executive: Rayani Tobias

Executive Strategy Director: Marília Duran

Strategy Managers: Luiz Barbosa, Bruna Coelho

Content Directors: Marcelo Reis, Levis Novaes

Content Managers: Thais Vargas, Camila Mayumi

Community Manager: Thais Montenegro

Media Director: Priscilla Leite

Media Manager: Jussara Bezerra

Media Supervisors: Sheila Romão, Raquel Lopes

Media Assistant: Henrique Dantas

Business Intelligence Director: Erica Nakamura

Business Intelligence Manager: Gabriela Jung

Business Intelligence Supervisor: Maiara Amaral

Communications Director: Mafê Malozzi

Communications Analyst: Carolina Cesario

