



**Digital Transformation & Future of Work: Entrepreneur, speaker and writer:**  
Seasoned and eclectic executive highly experienced in Strategy, People, Processes and Technology. He understands that individuals and organizations are facing challenging times and they need to transform themselves or else. With a clear vision that places people at the center of everything the organization does, they can hack their destinies and reinvent themselves for a better future. LinkedIn appointed him 1 of 12 TOP VOICES LATAM Dec. 2018. Néstor is Argentine - Italian and permanent Mexico resident. Technoprogressist - Accelerationist - Hacker ético.

### CEO KeyBranding and Future Experts

12/15- Today

- Brand Demand Agency. A great combination between data, media and creativity. Headquartered in México (previously in Miami. Clients: Behr, McCain, Flox and BillPocket.
- Future Experts helps organizations and governments to define their preferred futures and build bridges b/ today and tomorrow. Clients: Total Play, Sura, BBVA, Santander. Bantrab (Guatemala).

### Chair Institute For Exponential Growth - INSTEG.org

06/17-Today

- ThinkTank, non-for-profit. Digital Transformation with a human touch. A space to think, share and transform organizations, governments and society. Based on the Digital Transformation Diploma at Tecnológico de Monterrey, heads from all Americas: USA, Canada, México, Uruguay, Brasil, Argentina & Chile.

### Judge (all three rounds) Global Echo Awards - DMA - Data & Marketing Association USA

05/17- 10/17

- International ECHO® Award judges, who are nominated by the ECHO Judging & Rules Committee, are an elite group of senior-level professionals, client-side marketers, agency account directors and senior creative with years of response marketing experience as well as specific industry experience.

### CEO di Paola México

6/07- 12/15

- A new breed of agency for its time. Clients: Diageo, Sodexo, LunaParc, Despegar.com, Suburbia, Sony.
- Operation was growing fast but partners decided to split.

### President Mexican Association of Direct & Interactive Marketing DIRECTA

11/12-actual

- Two periods 2013-2014 y 2015-2016. He participates since 2005.
- Members of the association are Digital and direct marketing end users, agencies, consulting companies and suppliers
- EVP of the Mexican Communication Council (CICOM), Communication Council and National Advertising Ass.
- He developed 3 Int'l: A data-driven Future 2013; The marketing of the future: art and science, 2014, Exponential Marketing, 2015. Areas of interest marketing and technology, Maker movement, big data and quantitative self.Council
- He was invited as keynote speaker to the Indian and Russian Direct Marketing Associations.

### President Research Committee and Board Member of IAB, MEXICO

06/08-06/10

- He and his company contributed to development of the digital market in Mexico. Developing and sponsoring the two first market research studies: Digital Spending 2008 and Digital Consumption Study 2009; both for IAB Mexico.
- President Research committee IAB México 2009-2010. Elected Member of the Board representing IAB's affiliates (2010).

### CEO and founder MANIFESTO DDB

09/06-03/07

- New venture for DDB created by him. Four month after creation was appointed #2 digital agency of the year Gold Circle. Mexican Creative Circle. Acapulco México, 2006. Clients: VW, McDonald's, Gatorade. Cervecería Cuauhtémoc.

## CEO de WUNDERMAN MÉXICO, WPP Group

07/02-12/06

- Wunderman is one of the most exciting Digital agencies worldwide. A mix between a digital agency and a business consulting.
- The agency was almost bankrupt by 2002, clients and employees were leaving the franchise in bulk due to lack of results.
- He helped consolidate the Ford global account (previously on risk) winning other top accounts such as Microsoft, Intel, Diageo, Colgate and Dell. Wunderman then became the #1 agency in Mexico in just three years. Agency of the year 2005.
- Major clients: Ford, Dell, Diageo, Microsoft, Colgate and Banamex/Citibank.
- Agency revenues grew from a loss of \$500K to \$25 M in three years with an EBITDA of 35% (this one year result was bigger than the accumulated previous decade of earnings in Mexico).

## CEO de RESPONSE LOGIC LATINA (AI personalization engine and analytics)

01/01-06/02

- Technology *start-up* aimed to deliver personalized digital content to web sites (2000). Member of Response Logic Inc, a New York based company founded by two MIT PhDs. This business was merged with a bigger operation after .com burst of 2001.

## EVP CRM y Data Base Marketing WUNDERMAN Latam.

07/96-12/00

- Wunderman was the creator of the Direct Marketing concept and discipline and was looking how to grow from that foundations to something more strategic and holistic.
- He helped transform the agency Data Practice at global level. His team was the first that managed data directly and deeply.
- Since 1996 he created the Data Practice in Wunderman BA and expanded all over Latam: Brazil, Mexico and Santiago offices.
- He is one of the pioneers of Data Science in ad agencies worldwide. He helped set the foundations for data-driven marketing at Wunderman Latam and worldwide. Co-leader of the Data Community WCJ 1998. New York/London/Buenos Aires.
- Major clients Ford, Disco (Ahold), YPF ServiClub, Citibank, and Telefonica from Spain, among others.

## DU PONT, Latam.

- **Business Development Manager** DU PONT Antron and Tyvek Businesses 1992-1995.
- **Leader Manufacturing Systems** 1985-1991. Argentina and Brazil. Continuous Flow Manufacturing and Porter Analysis. Head of Expert Systems for Manufacturing (RS1). LATAM Pioneer in DU PONT lean manufacturing and automation.
- Development a complete new business for DU PONT worth a billion dollar: Tyvek for Roofing.
- **Exceptional Business Contribution Award** DU PONT (1992) for developing Tyvek for Roofing duplicated the W/W business.
- **DU PONT Contribution to the environment Award.** 1988.

## Previous Experiences.

- First **Direct Marketing Manager** and New Business Manager of the ARGENTINE POST (1995-1996)
- Senior Consultant ACCENTURE. 1991-1992. Process Automation Control and Expert Systems for Business.

## Academy

- **Phd.-** Doctorate in Humanistic Studies - School of Humanities - Tecnológico de Monterrey. Science, Technology and Society. Research project **The Future of Work 2050**. Protocol Approved w/ mention. 2017-2021
- **MBA** Superior School of Administration IDEA (Institute for Management Development of Argentina) 1993-1994
- **Postgraduate** Study in Marketing Communications. Universidad de Ciencias Empresariales y Sociales (UCES) 1999.
- **Bachelor** in System Analysis. School of Applied Mathematics. Universidad Católica de la Plata La Plata, Arg. 1980-1985
- **Columbia Business School / Emeritus** Digital Strategies for Business Certificate. Prof. David Rogers. 2017-2017
- **Singularity University** - Exponential Impact Series. 2017.
- **Professor** Tec. de Monterrey (IAB Interactive Marketing Diploma). 2015-
- **Tecnológico de Monterrey - Executive Education** Digital Transformation Diploma – Professor and Academic Coord. 2017-.

- **Professor** Anahuac Business Schools (AMIPCI eCommerce Diploma and Entrepreneurship Business Diploma). 2014-2015.
- **Professor & Program Director** Universidad Católica Argentina. Digital Transformation Diploma. 2018-2019.
- **Professor** Panamerican Business School. Digital Transformation Diploma & Master in Digital Transformation.
- **Former Professor** Universidad Católica de La Plata: Algebra I, Statistics I, Systems Analysis and last year seminar Artificial Intelligence & Expert Systems. Years 1985-1987.
- **Writer** of books of scientific divulgation: Homo Singularis: The Evolution of Ingenuity (2016) In Spanish.
- **Co-author** Best Marketing. Argentine Association of Direct and Interactive Marketing (AMDIA). 3 books. Editorial Board
- Member and **Columnist**. NEO Magazine. Mexico. 2015-today.
- Argentine Society of Computer Science and Operational Research (SADIO). Research Institute on **Artificial Intelligence (IIIA) Brain Simulation Group** (1985-86).
- He was cover of the NEO Magazine 2014. Two times NEOcrata (2004 and 2014). Agency of the Year DIRECTA 2005.
- **Keynote speaker** in Argentina, Brazil, Chile, Venezuela, Mexico, Colombia, USA, UK, Spain and Russia.
- Argentine/Italian **Citizenships**. European Passport. Mexican Residence. Speaks, reads and writes Spanish and English.
- Private Plane Pilot. Tai-Chi practitioner. Mountain biker. Writer, painter.
- Four beautiful kids: Agustina (29), Nicolás (28) y Natalia (4), Luisa (2).