

MAX LEAL

BRAND STRATEGIST | ENTREPRENEUR | COMMUNICATIONS EXECUTIVE

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EXECUTIVE PROFILE

Brand strategist and entrepreneur with nearly three decades of experience turning businesses, institutions and ideas into relevant brands. Combines strategic rigour, creative leadership and business-building capability, with work across Brazil, Portugal, the Netherlands, the United Kingdom, Germany, Spain, Saudi Arabia and the United Arab Emirates. Particularly experienced in tourism, real estate, corporate reputation and purpose-led transformation.

CORE EXPERTISE

Brand strategy | Positioning & narrative | Business design | Entrepreneurship | Culture activation | Creative leadership | Stakeholder management | Business development

ENTREPRENEURIAL EXPERIENCE

TWO SUMMERS CLUB — Founder & Managing Partner

Portugal / Brazil | Present

Founded a cross-border real-estate platform connecting European buyers with premium residential opportunities on the coast of João Pessoa, Brazil, built around the aspiration of living two summers every year.

- Conceived the original business idea, the Two Summers Club name and its central brand concept.
- Defined the positioning, narrative, value proposition and go-to-market model; independently designed, wrote and built the company website.
- Organised and led the presence of Alliance and Urban, two of Northeast Brazil's leading property developers, at SIL 2026 in Lisbon, coordinating the commercial proposition, exhibition experience and market-facing activity.
- Represents Alliance and Urban in the European market, developing partnerships, supporting sales and translating Brazilian investment opportunities for European audiences.

TRÊS COMUNICAÇÃO — Founder, Partner & Former CEO

Brazil | Aug 1998–Present

Founded and led a full-service advertising agency serving public-sector, retail, real-estate and financial-services clients. Under his leadership, the agency won Paraíba's leading creativity award for ten consecutive years.

- Paraíba State Government (2012–2018; 2019–Present): led communications strategies and campaigns for major public investments, including roads, hospitals, schools and the state convention centre.
- Paraíba Legislative Assembly (2004–2006; 2016–2017): marketing strategy, communications planning and creative direction across two administrations.
- Manaíra Shopping Center (2008–2010): repositioned the state's largest shopping centre in the local market.
- Paraíba Life and Business (2006–2010): conceived a joint venture of seven real-estate agencies and led its marketing plan, exhibition stand and materials for SIL Lisbon, SIMA Madrid and Barcelona Meeting Point.

B.A.S.E. — Founder

Brazil | Aug 2004–Feb 2009

Created a strategic intelligence and media-monitoring company to provide the Paraíba State Government with daily, actionable analysis of citizen perceptions and emerging issues. Built a multidisciplinary operation that grew from 32 to 76 professionals.

BRAND STRATEGY & EXECUTIVE EXPERIENCE

LIFT CONSULTING — Strategic Planner

Portugal | Jun 2023–Nov 2024

Developed brand and reputation strategies for brands including Continente, Intermarché, Aldi, Zoomarine and smart. Created and implemented The Lift Base methodology, integrating brand strategy, creativity, reputation and trend anticipation. Strategically steered the project that earned Drummer, LIFT's creative unit, a Clube da Criatividade Portugal award in 2023.

SELECTED CASE | ZOOMARINE ALGARVE

Led the strategic repositioning of the Algarve marine theme park amid mounting pressure on marine-animal attractions, including activism associated with the #EmptyTheTanks movement.

- Repositioned the brand around its deeper contribution to education, conservation, scientific knowledge and the connection between people and marine life — broadening the narrative beyond entertainment.
- Following approval of the positioning, designed and delivered an internal culture programme for leaders and employees, helping the organisation translate the strategy into everyday behaviours, language and decisions.

ZOOMARINE ALGARVE | CONTINUED

- Proposed a dedicated institute to give the park's conservation and research work greater autonomy, structure and scale. Zoomarine later announced Immerso, a conservation and environmental research centre that expands its scientific, rehabilitation and educational activity, with phased development through 2029.

INDEPENDENT BRAND STRATEGY CONSULTANT

Portugal / International | Mar 2022–Jun 2023

Advised small and medium-sized organisations on positioning, brand narrative and commercial relevance.

- Andrade Marinho Construtora (Paraíba, Brazil): created Viva a Vida Real, a strategic platform that transformed the approach of one of Northeast Brazil's significant property developers.
- Homeless Entrepreneur (Barcelona, Spain): developed the positioning strategy that informed a more impactful and influential brand identity.
- Karen Feder Nutrition (Lisbon, Portugal): created a positioning strategy that contributed to a significant increase in consultations during 2022.
- RMA Advisory (Dubai, UAE): developed and implemented a brand strategy that differentiated one of the region's most influential smart-cities consultancies.

NYLON AGENCY — Chief Operating Officer

Portugal | Sep 2018–Mar 2022

Led agency operations and developed P.O.V. strategies centred on the functional, emotional and social benefits that make a brand relevant. Clients included Nestlé Portugal, Gallo in Portugal and Brazil, Oriflame in the Netherlands, Portgás, Galp, Multipessoal, Time Out Market Lisboa and UCI Crédito Habitação Portugal.

IDEIATRUPE / MARKETING THINKING — Founder

Brazil | Jan 2017–Sep 2018

Created a consultancy model that brought Design Thinking into marketing. Designed the business and delivery process, recruited and trained the team, and used customer-centred methods to identify core challenges before conventional briefs were written.

- Grupo Andrade Marinho: designed the marketing strategy and launch campaign for CLIP; 60% of units were sold in the first six months.
- WatchIN: applied Design Thinking to co-create, develop and test a healthcare product before launch; also defined its marketing strategy and contributed to campaign development.

- Diadema City, São Paulo: led the workshop that created the Happiness Secretary concept.

EARLIER EXPERIENCE

DUDA MENDONÇA POLITICAL MARKETING — Copywriter

Brazil | 1997–1998

Political marketing and campaign communications.

MUNDO LIVRE COMUNICAÇÃO — Partner & Copywriter

Brazil | 1994–1996

Public relations, copywriting and internal communications.

EDUCATION & PROFESSIONAL DEVELOPMENT

- MBA in Marketing — HSM Educação, São Paulo, Brazil (2014)
- Social Media World Forum — London, United Kingdom (2012)
- Postgraduate Course in Advertising Creativity — Federal University of Pernambuco, Brazil (2002)
- Postgraduate Course in Marketing, Advertising and Public Relations — MLS International College, Bournemouth, United Kingdom (1997)
- LCCI Diploma in Marketing, Advertising and Public Relations — London Chamber of Commerce and Industry (1997)
- BA in Communications — Federal University of Paraíba, Brazil (1996)

LEADERSHIP, RECOGNITION & INTERNATIONAL PROFILE

- Speaker at international events: LEAP Innovation, Riyadh, Saudi Arabia (2023); Ella Network / Venci em Londres Mentorship, London (2022).
- Member of the Advisory Board of RMA, a Dubai-based smart-cities consultancy.
- Named Latin American Advertising Professional by ALAP at the 2013 Gramado World Advertising Festival.
- Languages: Portuguese and English (fluent); Spanish (intermediate).