

Marcelo Peretti Kuhn

Senior Strategy Director

I create purpose and clarity for teams.

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EXPERIENCE

AKQA, Italy — Strategy Lead (contract)

FEB 2023 - MAY 2024

Lead international projects and pitches for comms projects, working directly with European leads. Clients include Nestlé, Coca-Cola and NIO.

Canvas8, UK — Strategy Consultant (contract)

MAY 2018 - DEC 2018, JUN 2021 - NOV 2022

Lead innovation and research projects for many divisions within Google, including a global segmentation project.

The Dojo, Global — Co-Founder

JAN 2019 - FEB 2022

Developed propositions, designed content, delivered workshops, wrote proposals. The Dojo was a team coaching consultancy, teaching people how to use their bodies to train their minds.

Forever Beta, UK — Head of Strategy

JAN 2019 - FEB 2022

Most senior strategist in the London office, responsible for all strategy. Part of the management team. Lead winning pitches for RAC, Etihad and a fintech brand with seven digit funding.

RECOMMENDATIONS

Miriam Plom Sauer, European ESD — AKQA

Marcelo is one of the best strategists I've worked with. He is a fast thinker, getting quickly to a point of view on where to focus, what to solve and how. His rigour and depth in the strategy discipline is only surpassed by his creative skills in bringing strategy to life in inspiring ways and guiding the creative teams to the right solutions. His international experience makes him a great partner for clients of all sizes. And he brings clarity and effortless authority to any meeting.

SKILLS

Creative Strategy: brief writing, creative development.

Comms strategy: channel approach, hierarchy and content plans

Qualitative research: screeners, questionnaires, analysis.

Facilitation: workshop design, team coaching, mentoring.

Storytelling: narratives for presentations, scripting videos, presenting

LANGUAGES

Brazilian Portuguese ++++

British English +++

Italian +

Elizabeth Vince, Creative Partnerships & Delivery — Google

The arrival of Marcelo on the team was, quite frankly, one of the best things to ever happen. His approach to strategy and getting under the skin of client's consumers is one I wish more planners adopted. One of his exemplary skills is being able to bring his audience on his journey to the 'truth'. He delivers his arguments in simple, compelling and often very entertaining (!) ways. Marcelo's positive influence on the agency's culture at large also shouldn't be undermined and I've seen first hand his brilliant leadership skills in his planning department. Top man.