JOÃO P. RUAS

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Award-winning MBA-trained marketing strategist with **20 years guiding cross-market teams in, GCC and EMEA** to deliver culture-moving, business-building ideas. I fuse board-level commercial fluency with Cannes-level creativity, turning human insight and hard data into omnichannel platforms that **lift revenue, market share, and brand value.** Hands-on leader and mentor who scales frameworks, inspires creative partners, and delivers global award-winning campaigns, heavy user on Ai to streamline strategy and company operating systems.

CORE EXPERTISE

- Global Campaign creation and deployment
- Muilti-agency management
- Omnichannel Strategy & Integrated Comms
- Business & Brand Transformation
- Effectiveness, ROI & Impact Systems
- Data-Driven Insight & Analytics
- Cultural Foresight & Trend Spotting
- Creative Briefing & Storytelling
- Cross-Functional Team Building for EMEA Market Navigation

CAREER HIGHLIGHTS

- Re-engineered MKT internal process for a Leading Insurance company in Angola - Fidelidade, cutting briefing cycle from 14 → 5 days and enhancing MKT and Commercial team alignment, and building the foundation of CRM system.
- Re-engineered the MKT positioning and value proposition of an OTT entertainment company (ZAP) to integrate a branded content business unit and trained the team, to develop new revenue streams
- **$2.13m** business revenue generated 2024–25 through pitch-winning, insight-led strategies in Telecom, Banking and Insurance, Entertainment.
- Adidas **“Liquid Billboard”**: Cannes Grand Prix + 40 additional awards, **2.4b earned impressions, +18 % sales in GCC**.
- Delivered award-winning projects for Renault and Peugeot for different agencies in Portugal
- Best European Event Award for Integrated Communication for Vodafone Portugal
- Head of Talent & Programming for MTV Networks Europe (UK). Local host producer of the MTV European Music Awards 2005, delivering global Events for MTV Networks for 1B+ audience.

PROFESSIONAL EXPERIENCE

2023–Present: SENIOR STRATEGIC MARKETING CONSULTANT (FREELANCE)

UAE | PORTUGAL | KSA | QATAR | KUWAIT | ANGOLA

- Partner with C-suite and agency leadership on EMEA growth mandates; steward omnichannel GTM playbooks and internal evaluation processes for streamlined MKT decisions.
- Mentor MKT & Agency teams, formalizing a "Simplified-Break-Through Thinking" curriculum;
- Projects delivered in Telecom, Entertainment, FMCG, Automotive, Insurance, Events (KSA)

2021–2023: CLIENT SERVICE DIRECTOR— HAVAS WORLDWIDE ME

DUBAI | MUSCAT | RYADH | CAIRO | DOHA

- Led 25-person hub servicing **5 GCC markets**; exceeded 2022 revenue target by **28 %**
- Led the strategic planning for BEL-Groupe global account for the region.
- Drove the effectiveness and creative excellence agenda
- Integrated the pitch team for business wins for Adidas DXB, Saudi Tourism, Virgin Mobile UAE, integrating insight-led CX, performance, and brand storytelling.
- 40+ awards in creativity in 2022, helping elevate Havas ME to a regional creative powerhouse,

2018–2022: GENERAL MANAGER & HEAD OF STRATEGY — THE CREATIVE UNION

DOHA-QATAR

- Reversed –8 % decline to **+14 % growth** via data-anchored re-positioning and proactive cultural content, integrating a strategy-fueled, creative-led value proposition.
- Secured Qatar Museums multi-year retainer (**$1.3M** arts & tourism) and WC22 Shell campaign.
- Built **impact-obsessed culture**: instituted monthly "Effectiveness Labs", lifting planner/creative collaboration, integration and development.

2015–2018: GROUP ACCOUNT DIRECTOR & STRATEGY LEAD — PUBLICIS GROUPE

LISBON-PORTUGAL

- Account planning and servicing lead for global brands Garnier, Renault, Dacia
- Developed award-winning and market transformation projects for Renault/Dacia, 6 Gold CCP awards, Effie Portugal Silver.
- Co-led PUBLICIS "Power of One" Integration in the Portuguese office, embedding shared strategic frameworks across creative & media.

2013–2015: HEAD OF STRATEGY — PUBLICIS AFRICA GROUP

LISBON, LUANDA, CAPE TOWN

- Managing 2 cross-continent creative teams, and collaborating in regional pitches for Publicis JHB, Saatchi&Saatchi and Insight Publicis Nigeria across African markets.
- Delivered **+17 % new-business billings** and **+19 % EBIT**; Sonangol "Origins" campaign grew consideration **27 %**. Award-winning campaign for JEEP in ZAF.

EARLIER

Executive Director HAVAS Design+, Head of Programming MTV Portugal, Global Talent at MTV Network Europe London, Financial Consultant at EY.

EDUCATION & CERTIFICATIONS

MiniMBA – Marketing (Mark Ritson)
Master's, Business & Marketing Management — Instituto Superior de Gestão, Lisbon - Portugal
Digital Marketing Executive Program — Hyper Island – London

Certified Padel Coach – Portuguese Padel Federation