

Nicolás Maslo

Date of birth: August 26th, 1975

Paseo Lomas del Sol #77 casa 3, Col. Lomas del Sol, Huixquilucan, Estado de México, México

nmaslo@gmail.com | Cel: +52 1 55 5452 7860 | TW: @NicoMaslo

www.nicomaslo.com | LinkedIn: <https://mx.linkedin.com/in/nicomaslo>

Living in México since 2006, Nicolás is a very recognized Marketing & Advertising industry leader and a committed professional with broad Media & Digital Marketing experience developed in lead agencies in México and Latin America. Result-driven and strong management and leadership skills. Exceptional communicator, writer and speaker, with strong presentation skills, teaching capabilities and intercultural relationship competency. Very effective at identifying opportunities and developing enhancements. Flexible and adaptable, process and result oriented, charming and, of course, 100% digital.

PROFESSIONAL EXPERIENCE:

HEADWAY DIGITAL MARKETING

February 2018 – August 2018: **México & Central America Commercial Director**

As Sales Director for Mexico and Central America, I was responsible for the sales teams to generate new business and clients, guaranteeing the fulfillment of the sales objectives and generating a culture of added value in the processes of digital transformation and growth in the mobile and programmatic (RTB) advertising market, through Headway's partnership with MediaMath.

HAVAS MEDIA GROUP

December 2016 – January 2018: **Havas Media México - Managing Director**

As Havas Media Managing Director, I was responsible for Client Services, Business Development, and the P&L. I was accountable for and oversee the day-to-day management and operations; responsible for the quality of work and all aspects of client budgets (creating, expanding, forecasting, etc.) and relationships; and I was also accountable for achieving revenue and profitability targets for each client and leading new client acquisition. Essential Responsibilities:

Client Services & Business Development

- To establish and maintain strategic and personal relationships with top level client contacts.
- Implement strategic direction to all accounts.
- Set direction of activities for accounts and teams, including client needs, staffing, strategy, quality of work and budgeting.
- Manage and review key client deliverables.
- Draw out the best thinking of clients to ensure pragmatic, well-executed outcomes.
- Identifies "next level" thinking/ideas for clients by tracking industry trends and activities.

Staff Management

- Manage multiple account teams effectively.
- Identify top performers and assign client work that will motivate, encourage, and retain them.
- Build a high-performance team in which subordinates are coached to achieve their goals.
- Provide coaching and development opportunities.

Financial Management

- Accurately project revenues on a monthly, quarterly and annual basis.

- Deliver revenue and account profitability as projected or more for each client on a monthly basis.
- Work with CFO to ensure all financial matters are handled in a timely and accurate manner.
- Manage annual media budgets within client expectations, including weekly and monthly tracking.

Some 2017 achievements

- In charge of a **USD 300M budget**, and inspiring through leadership to a **275+ talent team**.
- Successfully **retained** 3 major clients (defensive pitches): Liverpool / La Costeña / Jumex.
- Also **won 4 new clients**: Michelin (USD 4M), Roshfrans (1.2M), Suburbia (11.5M), Vitamix (.5M).
- Drastically **decreased Churn Rate** from 55% (2016) to 37% (2017).

VIRKET – Virket.com

March – December 2016: **Agency General Manager**

- General Management of the Digital Agency, ensuring the strategy is well understood and effectively executed from planning to execution.
- P&L management, ensuring Revenue and Profit objectives are met, reporting to C-level.
- Annual & quarterly planning and budgeting process, conducting monthly reviews.
- Adequate use of resources towards customer success while maintaining efficiency internally.
- Deliver a value proposition that leverages performance marketing.
- Disciplined use of methodology and technology to ensure operational excellence implementing a “management by results” culture throughout the organization.
- Inspiring leadership to develop and retain a team of 45+ talented millennials.
- Keep healthy relationships with key stakeholders such as customers, employees and partners.

RESULTICS – Resultics.com

Sept. 2007 – March 2016: **Country Manager Resultics México / Partner**

- Established operations and local office in México. General Responsible for the local business.
- Led the company growth from scratch to almost USD 3M in annual gross sales yearly.
- Positioned Resultics as THE leading company in Performance Digital Marketing in México, specialized in SEM/SEO, Web Analytics, eMail Marketing, eCommerce, Social & Online Media.
- 65+ clients successfully catered: Banamex, Ford, Martí, Google, Palacio de Hierro, Aeroméxico, Bimbo and Librerías Gandhi among others.

LATIN3 – Latin3.com

May 2006 – Sept. 2007: **Country Manager Latin3 México**

- Established and led Mexico’s Office Operations, reporting to global CEO.
- Closed business for USD 2.4M, during the first year for new and current clients such as Nextel México & Perú, NII Holdings, Sony México, Pfizer, Oster, 3M, among others.

May 2005 – April 2006: **Business Development Director**

- Responsible for new business development, reporting to VP of Sales.
- Pre Sales, Sales pitching, Consultancy and Trainings for clients & prospects.
- Generated more than 12 new business in less than a year. Nextel, Oster, Xerox, Inglés Sin Barreras and General Mills, among others.

June 2004 – May 2005: **Web Development Director**

- Led the Digital Production Team (almost 55 people).
- Implemented PMP programs and training for the team leaders (PMs).
- **Delivered more than 220 websites, apps and campaigns** for clients such as Sony, Microsoft, Reebok, Pepsi, Target, among others.

e-volution Digital Marketing

2002 - 2004: **Business Analyst**

- Proposals & Pitches Development, Project Management & Client Services for clients such as Mastercard, Sony México, Brasil & Latin America, Disney Channel and Arcor.

Palmsite.com

2000 - 2002: **Regional Marketing Manager (based in Buenos Aires 50% & Sao Paulo 50%)**

- Led a regional Marketing team of 4 for a “.com startup” in the 2000’s (first .com era).
- Managed Advertising & Marketing, including Media buying in Argentina, Brazil and México.

TEATRO COLÓN de la Ciudad de Buenos Aires

1998 - 2000: **Marketing, PR, Publishing and Sponsorship Coordination**

- In charge of publishing and customer relationship management, reporting to General Director.
- Managed relationships with more than 90 private companies and institutions sponsoring the Theatre activities in a public/government environment.
- Created the “Abono Nocturno Nuevo”, bringing the opportunity to people to buy seasonal tickets after 43 years and increasing by 41% the assistants to the Opera house performances.
- Implemented a new electronic and e-commerce ticket system, achieving a great decrease in re-selling and fake tickets selling rates.

PUBLICIS/CAPURRO

1995 - 1998: **Trainee / Account Assistant / Account Executive**

- Started as a part-time trainée. Initially collaborated with client services for small and medium budget clients, then with bigger ones such as WalMart, Cacharel, Sadia and L’Oreal.
- **Impulsed the aperture of digital business in the agency in 1996.**

ASSOCIATIONS:

IAB México - Member since 2006

- . **VP / Education & Marketing Committee 2008 – 2011**
- . **President / Education & Marketing Committee 2012 – 2014**
- . **Member / Executive Board 2009 / 2012 / 2014**
- . **IAB Mixx Awards Jury 2010 / 2011 / 2012 / 2013 / 2014 / 2015**

PUBLIC SPEAKING:

Nation-wide recognized and experienced speaker, lecturing approximately 20-25 keynotes, seminars and workshops per year, into Universities, Corporate Events & Trainings, and Interactive Marketing & Business Congresses across México, US and Latin America. Detailed list of upcoming & past conferences and lectures can be found at <http://nicomaslo.com/conferencias/>.

TEACHING EXPERIENCE:

May 2013 – Present: **ISDI – Instituto Superior para el Desarrollo de Internet – www.isdi.education**

- . **Professor Search Marketing (SEO/SEM) at MIB** – first Master in Internet Business in México (mib.isdi.mx), **PADIB** and **DIBEX** programs.
- . **Professor Search Marketing (SEO/SEM) and Innovation Trends at Executive Corporate Programs**, for companies such as Mabe, Kellogg's, L'Oreal, HP, Essity, CondéNast, Walmart, Montblanc, Diageo, etc.

May 2006 – Present: **IAB México – labmexico.com**

- . **Professor Digital Marketing at Corporate Programs**
- . **Professor Digital Marketing at Digital Days**
 - Search Engine Marketing, Search Engine Optimization, Web Analytics, Social Media, Online Media Planning and Buying.
 - Corporate programs for companies such as Colgate-Palmolive, Televisa, Expansión, Fox.

July 2007 – December 2016: **ITESM – México City Campus (CCM/CSF/CEM) & Ecuador**

- . **Professor in the Interactive Marketing Diploma / Brand & Product Management Diploma**
 - Digital Marketing / Digital Consumers 2.0 / Search Engine Marketing / Search Engine Optimization / Social Media / Digital Analytics
 - 760+ students attended my classes (so far).
 - Rated by students as **Best Teacher** in the program for five years in a row! (2009-2013)

EDUCATION:

Undergraduate studies

1998-2001 **UCES** (Argentina) / **Advertising** (finished studies, not entitled)

Undergraduate degree

1995 – 1997 **ORT** Institute of Technology / **Advertising & Communications Technical Specialist**

High School

1989 - 1994 **ORT** Technical High School / College (Specialization in **Mass Media Communications**)

LANGUAGES:

- Spanish (native)
- Advanced level in English (85%)
- Intermediate level in Portuguese & Hebrew

Thank you for reading! You can find out more at www.nicomaslo.com

References:

- Gustavo Barcia (CEO, ISDI): +52155 1451 5770
- Gabriel Richaud (MD, IAB México): +52155 3233 9224
- Patricia Molina (CEO, Havas Group México): +52155 1222 1023