

Erlana Castro, MSc

São Paulo, Brazil

+55 11 956283305

erlana.official@gmail.com

[linkedin.com/in/erlanacastro](https://www.linkedin.com/in/erlanacastro)

Professional Summary

With over 30 years of experience in advertising and branding across local, regional, and global markets—both on the client and agency sides—I have collaborated with renowned brands such as Fiat, GM, Telecom Italia Mobile, Philips, Avon, and AB InBev. Over the past 15 years, alongside my corporate roles, I have served as a Guest Professor at Fundação Dom Cabral (FDC), a prestigious Brazilian business school consistently ranked among the global top 10 by the Financial Times.

I recently founded and currently lead #ESGpraJá, a creative community of practice uniting nearly 80 professionals from diverse fields in marketing and innovation, dedicated to the ESG as a dynamic creative territory for brands and businesses. Additionally, I co-authored the Antifragility Radar and The Business Model (Re)Generation Canvas Playbook, both tools for ESG creativity, and authored The Global Branding Roadmap: A Framework for Brand Strategy and Implementation in a Global Landscape.

As a speaker, I've had the privilege of presenting at SXSW 2022 and Cannes Lions 2024. My multifaceted career reflects a commitment to driving impact in both corporate and educational spheres, by advertising, branding, and creative strategy.

Academic Background

Writing Sample Master of Science in Business Administration: International Management ESPM, São Paulo, Brazil 2013 - 2015

- **Title:** Global Branding Roadmap: Identifying Determining Factors and Proposing a Conceptual Framework for Strategic Brand Management on a Global Scale
- **Year of Completion:** 2015
- **Advisor:** George Bedinelli Rossi
- **Field of Knowledge:** Brand Management and International Strategy
- Retrieve from: https://centraldecases.espm.br/wp-content/uploads/2018/08/pmdgi2015-erlana_castro.pdf

Specialization in Political and Electoral Marketing University of São Paulo (USP), São Paulo, Brazil 2005 - 2006

- **Title:** Geraldo Walter de Souza Filho, o Geraldão 1956-1998. Recollecting professional contributions from the father of Brazilian Political Marketing.
- **Advisor:** Katia Saisi
- **Field of Knowledge:** Media and Society

Bachelor's in Business Administration Federal University of Bahia (UFBA), Salvador, Brazil 1989 - 1994

- **Title:** Entrepreneurial Project "Red River Café"
- **Field of Knowledge:** Creative Industry and Entrepreneurship

Highlighted Leadership Development Programs

PDC - Board Member Development Program, Fundação Dom Cabral, BH, BR, 2023

The Innovative Organization Executive Program, UC Berkeley, CA, US, 2018

Peer Group Coaching Facilitator Certification, Coaching Ourselves, Montreal, CA, 2017

Global Summit Singularity University, San Francisco, US, 2017

Coaching Ourselves Summit, Henry Mintzberg and Phil Lenir, McGill University, Montreal, CA, 2016

Masterclass Business Model Innovation, Alex Osterwalder, Strategyzer, London, UK, 2012

Professional Experience

Fundação Dom Cabral (FDC) - Business School - 2010 - Present

- **Position:** Visiting Professor (Contract)
- Minas Gerais, São Paulo, Remote, BR

Dentsu Aegis Network - Agency - 2014 - 2019

- **Position:** Chief Business and Operations for GM South America
- São Paulo BR, Detoit US

BIOFERT Plant Care Innovation - Client - 2008 - 2012

- **Position:** Partner - Marketing and Innovation Director
- Minas Gerais, BR

AFRICA Creative - Agency - 2007 - 2008

- **Position:** International Account Director for Philips
- São Paulo, BR

AVON International - Client - 2007

- **Position:** Latin America Advertising and Communications Director
- São Paulo, BR

AFRICA Creative - Agency - 2006 - 2007

- **Position:** Account and Strategy Director for AB InBev (Brahma)
- São Paulo, BR

DM9DDB 2005 - Agency - 2006

- **Position:** Group Account Director for AB InBev (Bohemia Premium Beer), and Henkel (Pritt and Super Bonder).
- São Paulo, BR

FIAT Auto - Client - 2001 – 2004

- **Position:** Head of Advertising for Fiat - Europe and ROW (Rest Of the World)
- Turin, Italy

Fiat Automóveis S/A - Client - 1999 - 2001

- **Position:** Head of Advertising Latin America
- **Position:** Head of Advertising and Activation Fiat Brazil
- Minas Gerais, BR

Publivendas Advertising Agency – Agency - 1995 - 1998

- **Position:** General Planning Director for Telecom Italia Mobile (TIM)
- Bahia, Minas Gerais, BR

Academic Publications

Papers Published and Presented at Conferences

- **Writing Sample** Castro, E., & Chueke, G. V. (2018, March 15-17). *Toward a Framework for Global Branding: A Directed Content Analysis Approach*. Presentation at the Strategic Management Society (SMS) Conference, São Paulo. Retrieved from <https://www.strategicmanagement.net/wp-content/uploads/2024/10/Sao-Paulo-Program-Book.pdf>
- Ogasavara, M. H., Chueke, G. V., Castro, E., & Chapman, S. (2016, February 19). *Panel 5: What is Different in Latin America?* Presentation at the AIB-LAT Academy of International Business Latin America. Retrieved from <http://www.fea.usp.br/videos/panel-5-what-different-latin-america>
- Chueke, G., Cavusgil, S. T., Ogasavara, M., Rocha, T., Castro, E., & Carneiro, C. (2015, December). *Monitoring Brazilian FDI Worldwide: An Overview of Internationalization Strategies of Emerging Market Firms (A Native Perspective)*. Practitioners Panel at European International Business Academy (EIBA), Rio de Janeiro. Retrieved from http://eiba2015.eiba.org/dl.dropboxusercontent.com/u/27601772/PROGRAMME_EIBA_2015.pdf
- Bianchi, C. G., Castro, E., & Chueke, G. V. (2015, September). *An Analysis of International Scientific Production in Global Branding*. Presentation at the EnANPAD, Belo Horizonte, Brazil. Retrieved from https://arquivo.anpad.org.br/eventos.php?cod_evento=&cod_evento_edicao=78&cod_edicao_subsecao=1198&cod_edicao_trabalho=20271
- Castro, E., Rocha, T., & Strelhau, V. I. (2014, May 25-27). *Global Branding in Brazil: An Analysis of National Scientific Production on Global Brand Management*. Presentation at VI Encontro de Marketing da ANPAD, Gramado, Rio Grande do Sul. Retrieved from https://arquivo.anpad.org.br/eventos.php?cod_evento=&cod_evento_edicao=71&cod_edicao_subsecao=1044&cod_edicao_trabalho=16790

Research Projects

#ESGpraJá Creative Community and Think Thank 2023 - Present

- **Position:** Founder and Research Leader
- **Description:** Leading non-academic research aimed at accelerating the adoption of ESG by conceptualizing it as a creative territory for brands and businesses. The initial focus has been on reframing established creative tools and thinking processes to land ESG in practice.
- **Highlighted Publications:**

Castro, E., et al. (2023). *Business Model (Re)Generation Canvas Playbook (CC BY-SA 4.0)*. Grupo de Estudos Avançados #ESGpraJá, T01-2023. Retrieved from <https://www.esgpraja.com.br>

Castro, E., & Eller, D. (2024, May). *Virada ESG - Practitioners workshop on the Business Model (Re)Generation Canvas #ESGpraJá*. Presentation at Órbi Academy, Belo Horizonte, MG. Retrieved from <https://sanpedrovalley.org.br/orbi-academy-lanca-trilhas-de-educacao-corporativa-em-inovacao/>

Campos, D., Castro, E., & Trabulsi, P. (2024, June). *How To Blend ESG Into Your Creative Equation*. Presentation at the **Cannes Lions Festival**, Cannes, France. Retrieved from <https://www.canneslions.com/festival/programme#/agenda/event/how-to-blend-esg-into-your-creative-equation-e1-59202>

The Antifragility Radar 2020 - Present

- **Position:** Co-Founder and Research Partner
- **Description:** Conducted non-academic research exploring commonalities among brands, businesses, and leaders that enable them to thrive amid disruption. Examined the concept of "Antifragility," as introduced by Nassim Taleb, in the context of creative strategy and innovation.
- **Highlighted Publications:**

Barros, T., Castro, E., & Deweik, S. (2022, March). *Antifragility Radar: A Tool for ESG innovation*. Presentation at the SXSW 2022, Austin, TX. Retrieved from <https://schedule.sxsw.com/2022/events/PP113446>

Brazilian Multinational Observatory at ESPM Higher Education Institution 2013 - 2015

- **Position:** Research Assistant
- **Description:** Research on internationalization modes of Brazilian companies.

Highlighted Speaking Engagements

Cannes Lions International Festival of Creativity, Cannes, FR 2024

- **Campos, D., Castro, E., & Trabulsi, P. (2024, June).** *How To Blend ESG Into Your Creative Equation*. Presentation at the Cannes Lions Festival, Cannes, France. Retrieved from <https://www.canneslions.com/festival/programme#/agenda/event/how-to-blend-esg-into-your-creative-equation-e1-59202>

ESG at the Boardroom Leadership Program, Fundação Dom Cabral (FDC), São Paulo, BR 2022, 2023, 2024, 2025

- **Castro, E. (2022, 2023, 2024, 2025).** *What if ESG is a Big Idea?* Fundação Dom Cabral (FDC), São Paulo, Brazil. Retrieved from <https://fastcompanybrasil.com/fastco-works/fundacao-dom-cabral/>

SXSW (South by Southwest), Austin, TX 2022

- **Barros, T., Castro, E., & Deweik, S. (2022, March).** *Antifragility Radar: A Tool for ESG Innovation*. Presentation at the SXSW 2022, Austin, TX. Retrieved from <https://schedule.sxsw.com/2022/events/PP113446>

The Innovation Festival, Fast Company Brazil, São Paulo, BR 2022, 2023

- **November 2022: Master of Ceremonies.** Retrieved from <https://fastcompanybrasil.com/evento/innovation-festival-2022/>
- **November 2023: Castro, E., Schaeffer, F., & Pimenta, M. (2023, November).** *The Risk of Greenwashing and ESG Strategy*. Panel at the Innovation Festival Brazil, from Fast Company Brazil. Retrieved from <https://fastcompanybrasil.com/eventos/innovation-festival-2023/innovation-festival-2023-discute-o-futuro-da-ia-generativa/>

HSM Expomanagement, São Paulo, BR 2013

- **Castro, E., & Borges, G. (2013).** *Modeling Businesses for the Digital Era: A Creative Strategy Insight*. Presentation at HSM Expomanagement, São Paulo, Brazil.