

# OOH CREATIVITY GENERATING BUSINESS VALUE

In an increasingly dynamic world and with the push of new technologies that enable you to generate new business formats you will see how OOH companies generate value for their customers. #disruptive #creatingonew

Chair: **Lyzbeth Cronembold** - CIO / IT Transformation/ Executive Director at Labdata / Council Member CIONET

Speaker:

- **Eduardo Alvarenga** - CEO at Elemidia SA
- **Violeta Kertész Noya** - Co-CEO, Partner | Out There - OOH Platform
- **Monica Lamas** - Commercial and Cargo Director at GRU Airport



**Moderadora: Lyzbeth Cronembold - CIO / IT Transformation/ Executive Director at Labdata / Council Member CIONET**

Executive Director Dynamic IT leader with international experience, career built in several companies of Telecom and Entertainment segment; proven ability to translate highly technical concepts into meaningful language for various audiences. • Experience in IT companies, with relevant contribution to consolidations and acquisitions, standardization of processes, systems integration, and change management. Significant Savings in order of Millions. • An award-winning executive able to spread enthusiasm by leveraging best-in-class in IT strategies and new business models. • Experience in Media and Entertainment segment, Consumer Experience, Digital Transformation, Organizational Modeling, Risk management, IT Strategy, IT Governance. • Strong experience in business processes for media sales, marketing, logistics, procurement, manufacturing, finance, tax, HR, and corporate affairs. • Highly versatile and results-driven. • Implementation of ERP and Business Intelligence strategy. • Vision and experience in developing new businesses and strategic partnerships and negotiations with suppliers and internal customers, service management, and phase out of business unities, as well as, spin off new business. • Huge knowledge of IT, Internet and Broadcast Marketing, its convergence with Mobile Apps, its trends, its competition and consumer behavior. • Team organization, management, development and coaching – People Management. AREAS OF EXPERTISE Leadership & Team Building Risk Management New Business Models Start-ups ecosystems Strategic Alliances IT Strategy Digital TV Mobile Apps Digital Transformation Business Intelligence Vendor & Contract Negotiations Merger & Acquisition IT Companies Phase Out ERP Implementation Consumer Behavior - UX



**Eduardo Alvarenga - CEO at Elemidia SA**

Electronic engineer, Eduardo installed the first screen in a commercial building elevator in Brazil in the early 2000s. In 2001 he founded Novavista, a pioneer in the digital out-of-home segment, acquired by Elemidia in 2004. In the same year This year, he founded E + Tech, which specializes in the creation and development of technology for POS and outdoor media. In 2007, he returned to the overseas digital media industry, in partnership with

Elemidia, to operate in shopping malls and new businesses. Between 2012 and 2013, he took over the digital business board of the Abril Group. He returned to Elemidia in March 2013.



**Violeta Kertész Noya - Co-CEO, Partner | Out There - OOH Platform**

Experienced Chief Executive Officer with a demonstrated history of working in the marketing and advertising industry. Strong business development professional skilled in Marketing Management, Negotiation, Business Planning, Analytical Skills, and Sales. Going by companies like: Talent Marcel, Otima Midia Out of Home and currently also part as Member of the Board of Citatti Technology.



**Monica Lamas - Commercial and Cargo Director at GRU Airport**

Specialties: General management, sales & marketing, new business development, strategic planning. She worked in companies such as Clear Channel Outdoor Global, Metrô Rio and Itaú and currently director at GRU Airport.