

BUSINESS MANAGEMENT

It is imperative that media companies have internal business governance.

The structuring and cleaning of databases, determination of business KPIs, construction of dashboards for internal stakeholders, among others, will support the projection and monitoring of revenues and indicators, as well as decision-making and the strategic and operational planning of Business.

In addition, the existence of a CRM is essential. This system must contain features that facilitate the monitoring and supervision of the different stages of sales, from prospecting to conversion, in order to obtain a view of the sales pipeline that can leverage the generation of commercial opportunities.

Chair: Patrícia Rego - Planning and Contracts Director - Globo

SPEAKERS:

- **Cadu Ventura - Business Management Director for Advertising – Globo**
- **Tais Costa - Communications Solution Management & Strategy Director, LATAM – Salesforce**
- **Anna Vidal - Head of expansion and growth - iFood**



Patrícia Rego - Planning and Contracts Director – Globo

Graduated in Engineering at PUC Rio, with Executive MBAs at the IAG Master at PUC RJ, IBMEC RJ and FDC Minas, in addition to a POST MBA at Kellogg Executive Education, she is currently director of Planning and Contracts in the Affiliates area at Globo, responsible for negotiations between Globo and its Affiliates, for the formation and monitoring of business models and the implementation of multidisciplinary projects, collaborating with inputs for the management and distribution strategy of the Network. She worked in different areas of Globo, including Globo of NY, benchmarking American business models and was responsible for the implementation of an indoor theme park. She is trained as a board member by IBGC and GONew.



Cadu Ventura - Business Management Director for Advertising - Globo



Tais Costa - Communications Solution Management & Strategy Director, LATAM - Salesforce

Tais has been with Salesforce for 4 years and 1 year ago took over as director of Salesforce's Communications, Media and Technology industries for Latin America. In this position, Tais is responsible for leveraging the successful transformation of

companies through his knowledge of businesses and industries, Salesforce solutions, and client projects around the world.



Anna Vidal - Head of expansion and growth - iFood

Graduated in Marketing from USP and Postgraduate in Financial Engineering from Fia, in the last 13 years she worked for renowned multinationals, such as Ambev and Whirlpool, the technology Startup. She currently holds the position of Head of expansion and growth with the challenge of leading the Customer Success, Expansion and commercial digitization and automation projects.”