

PATTERNS AND PRACTICES FOR DIGITAL ADVERTISING: THE ROLE OF IAB IN THE BRAZILIAN SCENARIO

In this panel, we will explore, through presentations and discussions, the role of IAB (Interactive Advertising Bureau) in the digital landscape and highlight the importance of encouraging the adoption of standards and best practices in the online advertising industry. We will also present some of the research conducted by the Association, which provides valuable insights into CTV and data.

By promoting an agnostic and collective discussion on various topics related to digital advertising, we aim to analyze the impacts and challenges, as well as identify solutions and opportunities to establish a more transparent, ethical, and reliable environment for the entire ecosystem.

Moderator: Cris Camargo, CEO, IAB Brasil

Speakers:

- **Alexandre Kavinski, President of the Privacy and Personalization Committee at IAB Brasil**
- **Sabrina Balhes, Professor at IAB Brasil**



Cris Camargo, CEO, IAB Brasil

Cris Camargo is CEO of IAB Brasil, where he consolidated his trajectory as an impact business manager. At the same time, she is a professor at Miami AdSchool and an administration advisor at ALADAS and ABRAPHEM. Having worked at advertising agencies (MPM and Fbiz), he has also led marketing areas at companies such as C&A and Carrefour. With a Bachelor's degree in Social Communication, Cris has a postgraduate degree in Administration and Government Relations from Insper, in Non-Profit Business Leadership from Columbia University and certified as an Administration counselor from Dom Cabral.



Alexandre Kavinski, President of the Privacy and Personalization Committee at IAB Brasil

A pioneer in the search market in the country, Kavinski is CMO of Mirum Group and founder of i-Cherry, a WPP Group agency, which has clients such as Americanas SA, CVC, TIM, among others. After a long period in the United States market, he returned to Brazil at the beginning of 2019 to coordinate the agencies' marketing actions.



Sabrina Balhes, Professor at IAB Brasil

Graduated in Business Administration from EAESP-FGV, she joined Nielsen in 2009, where she worked for local and global clients in the consumer goods markets. Today she and her team are responsible for helping Nielsen advertisers, media outlets and agencies optimize their investments and validate metrics goals and successes for clear, reliable media data that is comparable across platforms for smart business decisions.