

# Fabício Medeiros

## Digital Experience Leader

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### SUMMARY

Digital Experience Leader with over a decade of experience delivering AI-driven solutions, integrated systems, and multimedia projects across the corporate and entertainment sectors scaling my executive toolkit.

Specialized in the end-to-end delivery for global brands increasing client adoption and revenue - achieving a 70% new-business win rate, contributing to sales growth, and improving deployment frequency by 30% - through large-scale digital transformation initiatives. I lead large cross-functional teams by combining artistic collaboration with data-informed analytical management to optimize production workflows and to streamline operations.

Demonstrated ability to design and implement AI frameworks, drive business strategy, and scale operations, resulting in enhanced user engagement and compelling experiences while cultivating strategic partnerships to enhance market presence.

The most memorable experiences are built on a foundation of genuine human connection.

### EMPLOYMENT HISTORY

#### Practice Manager - AI & Digital Experiences IBM

June 2023 - Present  
São Paulo, SP

- Directed strategic evolution of IBM brand through innovative digital experiences across all touchpoints, leading to 35% increase in user satisfaction.
- Galvanized a high-performing team of 32 creative technologists and developers, fostering a culture of innovation through rapid prototyping.
- Spearheaded simultaneous web or AI-driven personalized on-site activations across 25+ events such (Think, AWS Summit, Gartner, RedHat Summit) and frameworks (internal) resulting in a 23% increase in client engagement.
- Cultivated strategic relationships with 15+ vendors, partners, and stakeholders to align production value with overarching business goals.
- Advanced the adoption of AI governance (legal counsel guided) standards across enterprise platforms, achieving ethical compliance and consistent operational excellence.
- Orchestrated projects with other practices (engineering, content, sales, marketing) insituting excellence in user interactions, client input and brand engagement.

#### Senior Associate Producer Fever

March 2023 - June 2023  
São Paulo, SP

- Guided launch and growth of Fever Originals team in Brazil (20+ members) nurturing partnerships to expand market presence.
- Streamlined project intake processes, directing pitch and production teams to drive sales growth by 45% while ensuring high-value experience delivery.
- Drove event production with strict budget and scope ownership, finishing 3 major installations under budget.
- Strengthened local partnerships to aim market footprint, negotiating contracts with 12 new partners.

#### Executive Producer Devir Experiences, Owner

September 2022 - March 2023  
São Paulo, SP

- Guaranteed 100% delivery to scope and timelines by orchestrating comprehensive production services across experiential, digital, and audiovisual platforms.
- Commanded live broadcast operations for Coala Festival, reaching 400k viewers by leading on-set production teams (stage, lighting, sound and broadcast) prior and during event day to guarantee seamless execution.
- Directed technical deployment for Memorial Vítimas Brumadinho, featuring advanced and proprietary multimedia platforms navigating complex stakeholder structure, including Vale and the Victims Association, to secure honored and appropriate targets with flawless execution.

#### Senior Experiential Producer MediaMonks

October 2018 - August 2022  
São Paulo, SP

- Directed global production of experiential projects, bridging global teams and establishing the São Paulo office as a central hub, assuring smooth delivery from concept to launch.
- Enhanced project pipeline by optimizing processes and managing budgets, translating concepts into profitable outcomes and maintaining a 70%-win rate.
- Preserved business growth during the pandemic by shifting production to remote live events for clients, resulting in 100% client retention.

- Managed project budgets up to \$3M for experiential initiatives, certifying efficient resource allocation and financial accountability.
- Delivered 20+ projects on time for a large array of clients, promoting stakeholder alignment, managing production budgets, scope, timelines, KPIs, and client satisfaction.

**Line Producer**  
**Moment Factory**

**January 2017 - September 2018**  
**Montreal, QC**

- Supervised production of 10+ immersive experiences across the US, Canada, and Japan, integrating interactivity and multimedia content while managing life cycle from conception to post-production.
- Orchestrated complex productions with \$300K-\$10M budgets, enhancing audience engagement and ensuring on-time delivery.
- Negotiated contracts and vendor relationships (Sony's Joint Venture), securing high-quality deliverables and optimizing production timelines, resulting in maximized value for each initiative.
- Championed team collaboration within a 40+ member team, fostering innovation and creativity by shaping business units such as Theme Parks and Events, acting as the operational link to executives.
- Drove international expansion supporting new office launch in Japan and executing high-profile projects for Sony and Universal Studios.

**Technical Lead - Senior Creative Technologist**  
**Globacore**

**December 2014 - January 2017**  
**Toronto, ON**

- Administered Agile and Scrum adoption, crafting custom interactive applications across touch walls, VR and bespoke hardware, increasing deployment frequency by 30%.
- Bridged development and project management with hands-on coding expertise, leveraging team management, technical design and workflow.
- Facilitated collaboration between sales and production to warrant technical feasibility and quality deployment.

**Interactive Team Lead - Senior Creative Technologist**  
**Forge Media + Design**

**June 2012 - December 2014**  
**Toronto, ON**

- Pioneered interactive development team, establishing workflows and translating design and business needs, increasing team delivery speed by 10%.
- Designed and implemented R&D initiatives and cross-disciplinary collaboration sessions focused on emerging technologies (Unity, C++) identifying innovative solutions for product development resulting in adjusted production pipelines and unified project vision.
- Developed way-finding experiences and large-scale digital walls, increasing user engagement by 20% for daily users.

**Interactive Developer**  
**A51 Integrated**

**June 2010 - May 2012**  
**Toronto, ON**

- Architected dynamic multi-user applications, enhancing concurrent interactions and user experiences for marketing campaigns, increasing user engagement.
- Collaborated with creative and production teams to transform visual concepts into functional, high-quality interactive products.
- Integrated and developed advanced APIs and real-time data streams for both digital and physical experiences expanding application capabilities.

**ActionScript Developer**  
**Freelance**

**March 2008 - June 2010**  
**São Paulo, SP - Toronto, ON**

- Crafted custom interactive web applications and rich media experiences supporting design teams.
- Formulated reusable libraries and integrated systems to streamline development workflows and facilitate rapid prototyping for high-fidelity implementation.

**Developer**  
**IBM**

**January 2006 - February 2008**  
**Campinas, SP**

- Core member of development team driving design and technical implementations to optimize system performance.
- Piloted project lifecycle, overseeing requirements gathering, documentation, and status reporting.
- Delivered full-stack solutions using DHTML, JavaScript, JSP, C++, and Mainframe resulting in 15% improvement in system response time.
- Engineered integrations, connecting proprietary applications with .NET for Sotheby's International Realty.
- Provided production support for B2C applications at Medco, the largest Pharmacy Benefit Management company in the US.

**Instructor**  
**Microlins**

**January 2005 - July 2005**  
**Goiânia, GO**

**Technical Manager Assistant**  
**Banco do Brasil - Infrastructure Management Department**

**December 2002 - May 2023**  
**Goiânia, GO**

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## EDUCATION

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### **Interactive Multimedia - Post Graduate Diploma**

Sheridan College Institute - Oakville, ON, Canada - 2010

### **Bachelor of Science Degree in Computer Engineering**

Catholic University of Goiás - Goiânia, GO, Brazil - 2005

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## SKILLS

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**English** - Native or bilingual proficiency

**Portuguese** - Native or bilingual proficiency

**Spanish** - Limited working proficiency

**Italian** - Elementary proficiency

**Production, AI Solutions, Creative Technology, KPI Management, Digital Experiences, Team Management, Strategic Leadership, Cross-Functional Collaboration, End-to-End Delivery, Event Production**

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## SELECT WORK

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[IBM Activations](#)

[IBM US Open](#)

[IBM AI-powered Ping Pong](#)

[IBM Ferrari](#)

[IBM HP Ferrari](#)

[Fever SP](#)

[Memorial Brumadinho](#)

[Coala TV](#)

[Noize](#)

[SuperUber](#)

[MediaMonks Experiential](#)

[Moment Factory Themed Entertainment](#)

[Moment Factory Explorations](#)

[Moment Factory - Vision Behind our Signature](#)

[Globacore](#)

[Powercube VR](#)

[Forge Media Work](#)

[Forge Media Vimeo](#)