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OBJECTIVE

Executive or senior leadership role in corporate or entertainment companies.

SUMMARY

Executive with 18+ years of international experience in Digital Experiences, Technical Production, and Creative Direction across entertainment, media, and technology sectors. Led high-impact projects for brands such as IBM, Sony, Universal Studios, Vale, and Ferrari. Rare competitive edge: understands technology, directs creative work, and delivers business results. Led multidisciplinary teams of 50+ professionals and orchestrated brand projects for 30+ major global events, driving a 35% increase in user satisfaction and 23% rise in customer engagement. Managed multi-million-dollar budgets, achieving 100% client retention during the pandemic and a 70% pipeline success rate through digital-first execution. Delivered a live festival broadcast reaching 400,000 viewers and secured a joint venture with Sony. Responsibilities spanned business plan development, contract management, and risk mitigation, alongside global production pipelines, go-to-market strategies, enterprise AI deployment, KPI tracking, and process methodologies — translating operational stewardship and stakeholder management into scalable outcomes across transformation initiatives in B2B, B2C, and CX environments. Brazilian and Canadian citizenship, with consolidated experience in global operations.

EDUCATION

Postgraduate Diploma - Interactive Multimedia - Sheridan College Institute - Oakville, ON, Canada - 2010

Bachelor of Science Degree in Computer Engineering - PUC - GO - Goiânia, GO, Brazil - 2005

PROFESSIONAL EXPERIENCE

Practice Manager - AI & Digital Experiences

June 2023 - Present

IBM

São Paulo, SP

Leading IBM Blue Studio's Digital Experiences and AI practice, orchestrating initiatives for global clients and partners across the corporate and entertainment sectors.

- Leadership of a 40-person creative technology team delivering AI-driven solutions and marketing campaigns or products across B2B, B2C, and CX environments.
- Coordination of bespoke activations at 25+ global strategic events (Think, AWS Summit, Gartner, RedHat Summit).
- Management of C-level stakeholders, multi-million-dollar budgets, and end-to-end digital production workflows.
- Implementation of AI governance frameworks within enterprise platforms to achieve ethical compliance and operational excellence.
- Cultivation of relationships with 15+ strategic vendors and partners.

Result: 35% increase in user satisfaction and a 23% rise in customer engagement, strengthening IBM's brand positioning through a culture of continuous innovation. Increasing collaboration between Sales, Marketing, and Creative to guarantee project delivery, while expanding processes and methodologies across internal teams, stakeholders, and product strategy.

Senior Associate Producer

March 2023 - June 2023

Fever

São Paulo, SP

Key member of Fever Originals in Brazil, building a new market operation from the ground up.

- Leadership of the operation from scratch to a team of over 20 members.
- Development of the division's business plan, directing pitch and production teams.
- Strengthening local partnership ecosystem by negotiating contracts with 12 new strategic partners to expand market presence.
- Management of budgets, scope, resources, KPIs, and stakeholder communication from concept to final delivery.

Result: 45% increase in sales and delivery of three major installations under budget, establishing a new market operation from zero and validating the business model for scale — proof that disciplined execution and stakeholder trust drive business development, not just creative ambition.

Executive Producer

September 2022 - March 2023

Devir Experiences, Owner

São Paulo, SP

Independent Executive Producer, specializing in aligning strategic business goals with technical execution across experiential, digital, and audiovisual projects.

- Management of live broadcast operations for the Coala Festival, leading multidisciplinary on-site teams (stage, lighting, sound, and broadcast) to ensure flawless execution in high-pressure conditions.
- Direction of the technical deployment of the Brumadinho Victims Memorial—an immersive audiovisual installation featuring LED panels and specialized audio—navigating a complex stakeholder landscape (including Vale and the Victims' Association) with precision, sensitivity, and emotional resonance.

Result: Increased audience to 400,000 viewers for the Coala Festival live stream and delivered projects 100% within scope and on schedule, building a high-value executive production portfolio spanning entertainment, culture, and institutional projects—delivering sensitive, high-visibility work with precision and emotional resonance that earned trust from all stakeholders involved.

Executive Producer

April 2020 - August 2022

Monks

São Paulo, SP

Promoted to lead strategic production for the largest engagements, with full accountability for budget and client relationships through a period of major market disruption.

- Ownership of project delivery end-to-end, with budgets of up to \$10 million.
- Orchestration of the strategic shift to digital events during the pandemic, adapting in-person production models to remote formats.
- Protection of quality, revenue, and client relationships through a period of market disruption (pandemic).
- Representation of the São Paulo office in global strategic planning.

Result: Achievement of a 70% pipeline success rate and 100% client retention during a major market disruption, delivering 20+ projects on schedule — positioning the São Paulo office as a global benchmark for experiential production within the Monks network.

Senior Experiential Producer

October 2018 - March 2020

Monks

São Paulo, SP

Leading experiential production for global brand clients, establishing local delivery infrastructure and cross-functional workflows.

- Establishment of the São Paulo office as a central production hub, bridging local execution with global sales teams.
- Management of the entire project lifecycle, from pitch to final delivery.
- Optimization of project pipeline through KPI tracking and data-driven decision-making.
- Leadership of cross-functional teams in B2C and CX environments.

Result: Establishment of strong pipeline performance through consistent, data-informed project management, with projects consistently delivered on schedule and stronger cross-functional alignment between local and global teams — building the operational foundation that later enabled the office to scale through disruption (pandemic).

Line Producer

January 2017 - September 2018

Moment Factory

Montreal, QC

Direction of production and management of large-scale immersive projects, operating across the United States, Canada, and Japan.

- Integration of interactivity, scenography, and multimedia content into high-impact experiences for iconic global brands such as Sony and Universal Studios.
- Supervision of the entire project lifecycle—from conception to post-production and operational handover to the client.
- Leadership of multidisciplinary teams of over 50 professionals, including illustrators, designers, programmers, architects, and video producers.
- Promotion of complex productions with budgets ranging from \$300,000 to \$20 million, negotiating contracts and partnerships with strategic partners, including a joint venture with Sony.
- Driving the company's international expansion, including the launch of the Japan office.

Result: Delivery of 10+ international immersive experiences on time, with budgets managed from \$300,000 to \$20 million per production, and a joint venture secured with Sony — expanding the company's strategic partnership network and strengthening its global positioning as a leader in experiential entertainment.

Technical Lead - Senior Creative Technologist
Globacore

December 2014 - January 2017
Toronto, ON

- Hands-on approach with Agile and Scrum methodologies: programming, testing, and deployment of custom applications for sales and production teams.

Result: 30% increase in deployment frequency, accelerating delivery speeds across the team and boosting overall efficiency, establishing a culture of agile development and technical innovation.

Interactive Team Lead - Senior Creative Technologist
Forge Media + Design

June 2012 - December 2014
Toronto, ON

- Establishment of robust operational processes, translation of business requirements into strategic resource allocation, and architecture of custom frameworks for kiosks, digital signage, and web applications.

Result: 20% increase in daily user engagement via large-scale wayfinding and digital signage experiences, 15% increase in delivery speed, and establishment of the team as a benchmark for creative innovation.

Interactive Developer
A51 Integrated

June 2010 - May 2012
Toronto, ON

Result: Increased user engagement across marketing campaigns, establishing the technical foundation for an international career in creative technology and digital experiences.

Application Developer
Freelance

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

Result: Building an international portfolio of stable, polished interactive work that paved the way for a transition into technical leadership roles in Canada, developing the client-facing and self-management skills that underpin executive stakeholder work today.

Developer
IBM

January 2006 - February 2008
Campinas, SP

Result: 15% improvement in system response time, establishing a solid technical foundation for an international career in development and creative technology.

Instructor
Microins

January 2005 - July 2005
Goiânia, GO

Technical Manager Assistant
Banco do Brasil - Infrastructure Management Department

June 2002 - June 2003
Goiânia, GO

LANGUAGES

English - Native or bilingual proficiency

Portuguese - Native or bilingual proficiency

Spanish - Working proficiency

ADDITIONAL INFORMATION

Projects and cases portfolio: www.linkedin.com/in/fabriciom