Larissa Machado

Creative Direction & Audiovisual

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Creative and media executive with over 20 years of experience across Brazil and Latin America. Led Creative Services for HBO Max and discovery+ and managed a team of 32 in Content Partnerships. Combines creative strategy, audiovisual production, and branded content with experience in brand strategy and team development.

Core Expertise

Creative Direction | Creative Services | Streaming | Audiovisual Production | Branded Content | Brand Solutions | Content Partnerships | Integrated Campaigns | Creative Operations

Current Consulting & Recent Executive Experience

MAUD

Founder & Consultant | *Sep 2023 to Present*

Lead a communications and people development consultancy working across brand strategy, one-on-one mentoring, corporate facilitation, and learning design. Clients include Grupo Boticário, Turner, and Landscape.

Turn client assessments into action plans and design team-led workflows that use generative AI to organize information, explore ideas, and review deliverables against clear criteria.

To Do Green / All Green Group

Director of People, Culture & ESG | *Group CHRO & Communications Lead from Aug 2026* | *Feb to Nov 2026*

Led People, Culture & ESG for an electric logistics company and took on Group CHRO and Communications responsibilities in August.

Wise Up

Senior Brand Manager | *Jul 2024 to Feb 2025*

Led strategic brand planning for Wise Up in the education sector, reporting to the Chief Marketing Officer.

Streaming & Content Partnerships

Warner Bros. Discovery

Creative Director, Latin America | *Streaming, Titles & Cross-Media* | *Nov 2022 to Sep 2023*

Led creative managers, copywriters, and editors supporting HBO Max and discovery+ across Latin America. Coordinated regional and local priorities for content marketing, brand, and cross-media campaigns.

Content Partnerships

WarnerMedia / Warner Bros. Discovery

Content Partnerships & Brand Solutions | Jan 2020 to Nov 2022

Progressed from consultant and senior manager to Brazil Head and Director of Content Partnerships. As Director, led 32 professionals, including six direct reports.

Led brand integration projects from concept through production and distribution, aligning Creative Solutions with sales priorities and building content partnerships.

Redesigned team workflows and supported integration across Turner, HBO, and Warner Bros. Developed emerging leaders and served on WarnerMedia's Brazil Executive Committee during the directorship.

Audiovisual Production & Branded Content

Discovery

Creative Production & Branded Content Management | Sep 2012 to Jul 2019

Branded Content Manager, Mar 2018 to Jul 2019. Led productions and managed partners and legacy Scripps projects. Clients included Coca-Cola, Natura, O Boticário, Santander, Petrobras, and Volkswagen.

Branded Content Producer, Jun 2017 to Mar 2018. Helped build the branded content function and its supplier network, reducing production costs by up to 40%.

Lifestyle Creative Producer, Sep 2012 to Jun 2017. Joined as the first on-air team member in Brazil and created brand and promotional campaigns in coordination with other Latin American markets and Miami.

Co-founded Discovery Pride, an employee affinity group.

Canal Futura / Fundação Roberto Marinho

Copywriter & On-Air Promotions Coordinator | Feb 2008 to Jun 2012

Developed, wrote, and directed campaigns and institutional projects. Coordinated internal teams and worked with partners including Sebrae, Fiesp, IDEC, and Itaú Social.

Independent Production

Creative Executive Producer | Sep 2019 to Jan 2020

Earlier freelance work in directing, scriptwriting, production, and copywriting, Jan 1999 to Feb 2008.

Education & Credentials

Executive MBA, Management with an Emphasis in Leadership & Innovation | FGV, 2022

Postgraduate Studies, Communication & Digital Media | ESPM, 2018

MA, Video | Middlesex University, London, 2003

BA, Social Communication with a specialization in Advertising | UFES, 2000

Integral Consulting & Facilitation | Chie, 2025

Mentoring & Executive Coaching | SCION, 2022