LARISSA MACHADO

Institutional Relations | Strategic Partnerships | Business Development | Social Impact

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Executive Profile

Executive with more than 20 years of experience in strategic partnerships, business development, communications, and leadership across Brazil and Latin America. At Fundação Roberto Marinho / Canal Futura, Discovery, and Warner Bros. Discovery, worked with institutional partners, brands, and other stakeholders, negotiated agreements, and managed projects, teams of up to 32, and annual budgets of approximately US$15 million. Recent work includes sustainability, cross-sector dialogue, and industry forums on electric mobility. Interested in applying this experience to education, culture, and social impact.

Core Expertise

Institutional Relations and Cross-Sector Engagement | Strategic Partnerships and Sponsorships | Business Development | Negotiation and Stakeholder Management | Budget and Project Management | Team Leadership | Sustainability and ESG | Institutional Communications | Industry Engagement

Professional Experience

MAUD

Founder and Consultant · Sep 2023 to Present

Advise on strategy, positioning, and institutional communications. Manage projects and client relationships and facilitate collaborative work.

Projects for Grupo Boticário, Turner, Landscape, and DIGIA, which grew out of Aliança pela Internet Aberta. Work includes brand strategy, rebranding, naming, and communications on digital infrastructure and socioeconomic development.

TO DO GREEN / ALL GREEN GROUP

Director of People, Culture & ESG / Group CHRO & Communications Lead · Feb to Nov 2026

Led People, Culture, ESG, and Communications at an electric logistics company, with responsibilities extending to the group. Worked across functions and with leadership and key stakeholders.

Participated in sustainability and electric mobility forums and networks, contributing to cross-sector discussions on infrastructure, incentives, regulation, and industry development. Worked with companies and partners and managed teams, budgets, and organizational initiatives.

WISE UP

Senior Brand Manager · Jul 2024 to Feb 2025

Led strategic brand planning in the education sector, working with business teams and reporting to the Chief Marketing Officer.

WARNERMEDIA / WARNER BROS. DISCOVERY

Jan 2020 to Sep 2023

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

Led creative teams and coordinated regional projects for HBO Max and discovery+, aligning priorities across Latin American markets.

Content Partnerships and Brand Solutions Leadership | Jan 2020 to Nov 2022

Developed content partnerships and brand integration solutions, connecting commercial opportunities with strategy, negotiation, and project delivery.

Progressed to Brazil Head and Director. Led 32 professionals, including six direct reports, and managed resources, suppliers, and multidisciplinary operations.

Professional Experience (continued)

DISCOVERY

Creative Production, Branded Content & Brand Solutions · Sep 2012 to Jul 2019

Managed branded content projects and partnerships with Coca-Cola, Natura, O Boticário, Santander, Petrobras, and Volkswagen. Worked with sponsors, suppliers, and audiovisual production and financing partners.

Built production operations and a supplier network, reducing production costs by up to 40%, and collaborated with international teams.

CANAL FUTURA / FUNDAÇÃO ROBERTO MARINHO

On-Air Promotions, Creative Development and Team Leadership · Feb 2008 to Jun 2012

Created and led educational and institutional communications campaigns and projects with internal teams and partners including Itaú Social, Sebrae, Fiesp, and IDEC.

Developed communications deliverables that supported relationships with institutional partners and contributed to partnership renewals.

FREELANCE

Director, Scriptwriter, Copywriter & Producer · Jan 2003 to Feb 2008

Developed, directed, wrote, and produced audiovisual and communications projects focused on social, educational, and cultural initiatives. Collaborated regularly with Canal Saúde and Canal Futura / Fundação Roberto Marinho.

Worked on projects for institutions and brands including Itaú Cultural, Fundação Itaú, IDEC, Bradesco, and Sebrae, aligning content and creative delivery with institutional objectives.

Education, Teaching & Social Impact

Conquer / Conquer in Company — Instructor and Learning Consultant (2023 to present). Develop and facilitate corporate learning programs on leadership and communications.

Faculdade Cásper Líbero — Instructor for the elective Do Spot ao Streaming (Feb to Jun 2026), covering communications, advertising, and entertainment.

PrideWide — Global Board Member. Volunteer mentor with social-impact initiatives including Gerando Falcões and Nós por Elas / IVG.

Education

Executive MBA, Leadership and Innovation — FGV (2022) | Postgraduate Studies, Communications and Digital Media — ESPM (2018)

Master of Arts, Video — Middlesex University, London (2003) | BA, Advertising — UFES (2000)

Professional Development

Integral Consulting and Facilitation — Chie (2025) | Mentoring and Executive Coaching — SCION (2022)

Languages

Portuguese (native) | English (fluent) | Spanish (intermediate) | French (basic)