Larissa Machado

Creative Leadership & People Development

São Paulo, Brazil | larissa.machado@maudcontent.com | linkedin.com/in/lamachado

Executive with over 20 years of experience across Brazil and Latin America. Connects creative leadership, brand strategy, communications, and content with people, culture, and organizational development. Leads MAUD, where she designs work and learning processes that help teams use AI to explore ideas and improve productivity while applying their own judgment and making the decisions.

Core Expertise

Creative Leadership | Brand Strategy | Strategic Communications | People & Culture | Organizational Development | Corporate Learning | Content Partnerships | AI-Assisted Workflows

Consulting & 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.

Restructured HR operations and set process governance, defining ownership, approval steps, and criteria for handling exceptions.

Introduced performance reviews and individual development plans. Led Movimento Líder, a leadership development initiative, and created Farol da Cultura, a weekly practice that brought company values into team routines.

Led internal communications and employer branding initiatives. Worked with Operations and Finance on headcount planning and recruiting workflows, including improvements to driver recruitment.

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.

Creative Leadership & 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.

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.

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.

Corporate Learning & Teaching

Escola Conquer

Instructor & Learning Consultant | *Jun 2023 to Present*

Design and facilitate programs on leadership, communication, feedback, emotional intelligence, storytelling, and systems thinking.

Faculdade Cásper Líbero

Elective Instructor | *Feb to Jun 2026*

Taught Advertising and the New Era of Entertainment, connecting classroom discussions with creative development, media, and audiovisual production.

Number One Inglês Completo

English Teacher | *Aug 1994 to Aug 1998*

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

Community & Languages

Global Board Member, PrideWide

Volunteer mentor with Nós por Elas / IVG, FESA C.R.O.M.A, and Gerando Falcões

Portuguese (native) and English (fluent)