# Larissa Machado

## People & Culture Leadership

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

Executive and founder of MAUD with experience leading People, Culture & ESG in electric logistics and multidisciplinary teams across Brazil and Latin America. Focuses on organizational development, HR governance, leadership development, and corporate learning. Brings more than 20 years of experience across creative leadership, communications, and people development.

## Core Expertise

People Strategy | Organizational Development | HR Operations & Governance | Leadership Development | Performance Management | Internal Communications | Employer Branding | Change Management | Learning & Facilitation

## People Leadership & Consulting

### 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.

## 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.

## Executive & Team Leadership

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

Co-founded Discovery Pride, an employee affinity group.

### 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.

### Canal Futura / Fundação Roberto Marinho

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

## 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)