

## **CURRICULUM VITAE**



### **JOSE ALBERTO FERREIRA ANTUNES**

Portuguese, born 1969-October-7th (age 48),  
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email [joantunes@coca-cola.com](mailto:joantunes@coca-cola.com)

. **UNIVERSITY MASTERS DEGREE (2 years) in 'Marketing Management'**,  
at IPAM Lisbon (2012)

. **UNIVERSITY POST GRADUATION (1 year) in 'Marketing Management'**,  
at ISCTE Lisbon (2005)

. **UNIVERSITY DEGREE (4 years) in 'Advertising and Public Relations'**,  
at INP Lisbon (1992)

### **. 5 LANGUAGES SPOKEN**

Highly fluent in English, Spanish and French. Italian basic knowledge. Portuguese native.

### **CAREER HIGHLIGHTS:**

20+ years @TCCC in Marketing and Communication roles.

Currently based in Italy, before in England, Spain and Portugal. Also worked in Mexico.

Subject matter expert on all areas of Marketing Communications, with significant Digital learning curve & practice in the last 8 years.

New-age marketer, able to navigate and develop seamlessly off-line and on-line marketing programs, expert in integrating both.

Capable to define and execute contemporaneous (digital driven) end-to-end user-journeys, from traditional media to in-store, from a tv commercial crafting to a phygital e-commerce transactional design.

Leader of others for 25+ years, I aim keep being a solid developer of talent in my teams and business partners, where its recognized successes makes my leader qualities grow continuously.

**PROFESSIONAL EXPERIENCE (#10) at Coca-Cola CEE BU (based in Milan):**

**2015 on... DIRECTOR, INTEGRATED MARKETING COMMUNICATIONS**

Director of the Creative & Content, Design, Connections Planning & Media, Digital (Web, Mobile, Social, CRM), IMC Capabilities and IMC PMO Areas.

Also, Director of the FIFA IMC BU Team.

Leading a Team of 26 communication experts.

**PROFESSIONAL EXPERIENCE (#9) at Coca-Cola EU Group (based in London):**

**2014 DIRECTOR, INTERACTIVE MARKETING, EU GROUP**

Director of Digital (Web, Mobile, Social, CRM)

Leading – transformational DIGITAL ALWAYS-ON Project for EU Group.

**PROFESSIONAL EXPERIENCE (#8) at Coca-Cola Iberian Division (based in Madrid):**

**2010-2013 MANAGER, DIGITAL CONTENT & INTERACTIVE,**

**IMC & TBRM DEPARTMENTS, THE COCA-COLA COMPANY SPAIN, BU IBERIA**

Manager - Digital (Web, Mobile, Social, CRM), Promotions, Experiential & Design Areas.

Leading – transformational SOCIAL CIC Project for EU Group (Spain as lead country).

Leading - transformational CRM 2.0 Project for EU Group (Spain as lead country).

Leading a Team of 12 communication experts.

**PROFESSIONAL EXPERIENCE (#7) at Coca-Cola Portugal (based in Lisbon):**

**2008-2009 BUSINESS MANAGER, GLACEAU VITAMIN WATER**

Business responsible & coordinator for the areas of Marketing, PAC, Trade Marketing, Commercial/Sales, Technical, SRA, Legal and Finance.

Leading 1 Sales Agency, 1 Media Agency, 2 PAC agencies and 3 Marketing agencies.

Leading a Project Team of 16 people.

**2006-2007 MARKETING MANAGER, ALL TCCC BRANDS PORTFOLIO**

Marketing responsible for the 12 Brands (full portfolio) in Portugal, as well as lead the coordination with the Iberian and International areas of Marketing, Innovation, Research, Finance, Legal and Technical.

Leading a team of 4 Brand Managers.

**2005 MARKETING MANAGER, NEW BEVERAGES BRANDS, TCCC**

Marketing Manager for the 4 Brands: Nestea, Powerade, Disney and Aquabona.

**PROFESSIONAL EXPERIENCE (#6) at Coca-Cola Portugal (based in Lisbon):**

**2003-2004 IBERIAN PROJECT GENERAL MANAGER EURO 2004 TM**

With Iberian responsibilities and managing also with the Coca-Cola European Group, the project areas of:

Marketing Support (Consumer and Customer Marketing), Model Market, Local Activation/Presence, Stadium/Venue Operations, Value-in-Kind, Hospitality, Youth Programs, Ticketing, Accreditations and UEFA Relations.

Other key-areas under my coordination on this Project: PR/EA, Finance, HR, IT, Security and Legal/Ambush/Risk/Incident Management.

Leading a Project Team 14 people.

**PROFESSIONAL EXPERIENCE (#5) at Coca-Cola Spain (based in Madrid):**

**2000-2002 IBERIAN IMC (INTEGRATED MKTING. COMMUNICATIONS) MANAGER at the Iberian Business Unit 'Other CSDs'**

(for the Brands Coca-Cola Light, Fanta, Sprite, Nordic Mist and Burn)

With Iberian responsibilities and managing the areas of: Advertising, Media, Promotions, Sponsorships, Special Actions, Merchandising and Internet.

Leading a team of 9 Communication experts.

**PROFESSIONAL EXPERIENCE (#4) at Coca-Cola Portugal (based in Lisbon):**

**1997-1999 MEDIA AND ASSETS MANAGER**

Media Management;

Football Sponsorships Management;

Horeca Channel Merchandising & Visibility Plans Management;

**+ ALSO Coca-Cola/McDonald's Local Account Manager (1998-1999)**

**PROFESSIONAL EXPERIENCE (#3) at Initiative Media Agency (based in México DF):**

**1996 SENIOR MEDIA MANAGER at IM/Lintas México**

Transforming Lintas Media department (team of 10 Media Executives) into the Initiative Media agency.

**PROFESSIONAL EXPERIENCE (#2) at Initiative Media Lisboa (Media Agency):**

**1994-1995 SENIOR MEDIA MANAGER at Initiative Media Lisbon**

**1992-1993 MEDIA PLANNER / BUYER at Initiative Media Lisbon**

From 92 to 96 managing Adidas, Renault, Rover Automobiles, Heinz, SmithKline Pharma and Nutrinveste Foods accounts.

Leading a team of 4 Media Executives.

**PROFESSIONAL EXPERIENCES (#1):**

**1991 MARKETING ASSISTANT at Verbo Postal, Direct Marketing**  
**1990 TRAINEE at Publinter BDDP, Advertising Agency**  
**1987-1989 HR Consultant's ASSISTANT at Área-Chave, Human Resources.**

**UNIVERSITY TEACHING EXPERIENCE:**

- . **PRODUCT COMMUNICATION Teacher** at ISCEM, Lisbon (2009)
- . **SPONSORHIPS invited Teacher** at LUMSA University of Rome, Italy (2009)
- . **PRODUCT INNOVATION & DEVELOPMENT Teacher** at ISCEM, Lisbon (2008)
- . **MARKETING OPERATIONS Teacher** at IPAM Lisbon (2008)
- . **MEDIA Teacher** at INP Lisbon (1994 to 1999)
- . **MEDIA invited Teacher** at Universidad de La Comunicación, México DF (1996).