

TIAGO RITTER

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PROFILE

I'm a restless, passionate entrepreneur, with a keen interest in innovation and people management. In almost 20 years as CEO and co-founder of W3haus, I've built what is now one of Brazil's most creative digital agencies, as well as the Haus Ecosystem which holds a complete set of innovative companies. Our focus is to continue as a leading force of innovation in Brazil's digital market in the coming decade.

From graduating with a Bachelor's in Journalism to being nominated by Proxima magazine as one of the Top 10 marketing professionals in Brazil, there were some interesting stops along the way: as a journalist, I've worked as a TV producer and host, as well as a news reporter. As a marketer, I've had the honor of teaching New Media modules at both graduate and post-graduate levels, as well as representing my companies as part of the Wave Festival's jury. And I'm very fortunate all this hard work has both led to W3haus getting international recognition in awards such as Cannes Lions, D&AD, Webby Awards, One Show and Wave Festival and as a SxSW Interactive Speaker. As someone always looking to be a better professional, I'm a Singularity University alumni. In my spare time, I am a drummer and that has also given me fantastic opportunities, such as recording an album in NYC and playing at the SxSW Music Festival. Soccer is my passion since childhood and I was very fortunate to play along with Ronaldinho in the Grêmio Football Porto Alegre youth teams.

PROFESSIONAL EXPERIENCE

Current

Board Member/Co-Founder at W3haus (São Paulo/Brazil) and at Haus Ecosystem – since 2000

As chief executive, leading W3haus from a 4-person startup to Brazil's largest independent digital media ecosystem and one of the most renowned digital agencies in Latin America with over US\$ 35 million billings in 2018. Fully responsible in the acquisition and management of a client portfolio with names such as Google, YouTube, Samsung, LG, Asics, Melitta, O Boticário, Mondelez, Mastercard, and Reckitt Benckiser.

Investor and advisor at One More Balance Drink: The drink is innovative in the beverages industries because it combines two benefits: it functions as sports drink as well as a hangover reliever.

Mentor and investor at Wow (Startup Acceleration Hub): Wow is an incubator comprised only of investors recognized as leading names in the tech and communication industries in Brazil. Since 2014

Investor and board member at Stier Bier Craft Brewery: a craft beer company built from a family passion for the drink. Since 2013

Former

News and Sports **reporter** and **presenter** at RBS TV e TVCOM - 2002-2003

Content producer at Terra Networks – 1999 a 2000

Webdesigner at StudioWeb – 1998 a 1999

International Experience

SXSW Music (USA) – as a member of “Call Me Lolla” band - March 2015

SoDA associate – USA since 2013

AIESEC trainee at Romania – from 2001 to 2002.

Keynotes and Interviews

More than 100 interviews, articles and keynotes over the past 20 years. Some highlights:

TedX “Innovation on Social Networks” – São Paulo (Brazil) – 2015 - <https://w3ha.us/tedxmaua>

SXSW Interactive Presenter “Fueling Social Movements” – Austin (USA) 2014

“Encontro com Fátima Bernardes” –Globo TV (Brazil) - <https://vimeo.com/49258600> - 2012

Advertising Awards

Effie Awards – shortlist -

#LivingTogetherTransforms – Brazil 2019

Gerety Awards – shortlist -

#LivingTogetherTransforms – France 2019

Cannes Lions winner – 4 categories (PR - *Bronze*, Cyber - *Silver*, Creative Data - *Bronze*, Outdoor - *Bronze*) – France 2016

Webby Awards winner - Best Use of Data Driven Media - USA 2016

D&AD winner – *Wood Pencil* Outdoor Advertising - UK 2016

OneShow winner - Branded Social Campaign – New York (USA) 2017

EDUCATION

Teaching

Pontifícia Universidade Católica-RS (Catholic University)

Post-Graduation: “*Branding de Conexão*” (*Connection Branding*). Fall 2010.

Graduation: “*New Media on Advertising*”. From 2009 to 2010.

Education

Post-Graduation – MBA at New York Institute of Technology – Vancouver, BC – Canada. From 2022 to 2023 (currently studying)

Singularity University Executive Program – California (USA) March 2015

Graduated in Social Communication, **Journalism** at Universidade Federal do Rio Grande do Sul (RS/Brazil) – from 1997 to 2001

Languages

Portuguese: Native speaker

English: Fluent speaker and writer

Spanish: Advanced speaker and Basic writer

EXTRAS

Music: Drummer of “Call me Lolla” band since 2013

Sports: Former soccer player at Grêmio Football Porto Alegrense (from U-10 to U-14 team)

Family: Married and Daddy of Estela and Tom