

About the Moderator

Renata Comeaux, *Co-Founder, R2CW*

Co-Founder of R2CW, Renata Comeaux has extensive experience in events and marketing in the consumer, financial, oil & gas, and non-profit sectors. She has worked at Nabisco, Coca-Cola, Saúde Criança, Itaú BBA, and Guggenheim Partners. She has a successful track record of well-executed fundraisers, conferences, investor days, investor trips, roadshows, dinners, and entertainment. After many years on the client side, she, co-founded R2CW in 2016, and has since worked with clients in the banking, tech, telecom, and food and beverage sectors. Born and raised in Rio, she moved to the United States where she has lived and worked for the past 19 years. She holds a bachelor's degree in Business Studies from PUC-RJ in Brazil and a master's degree in Marketing from the University of Manchester Institute of Science and Technology in the United Kingdom.

About the Speakers

Fernando Barretto, *Director of Brand Marketing, Letgo*

Fernando Barretto has over 15 years of marketing and advertising experience. Having worked at iconic agencies such as CP+B and Deutsch LA and with clients across a multitude of industries, he has spent the last 4 years at tech startup letgo, the mobile innovation arm of OLX, where he is Global Brand Director in charge of all communication, including social and digital media.

Bruna Bechelli, *Business Lead, TBWA*

Bruna Bechelli moved to New York just over a year ago and is Business Lead at TBWA Chiat Day, where she works on iconic brands such as PepsiCo and Hilton Hotels. She started her advertising career in Brazil with brands including ABN Amro Bank, Natura, and Diageo. In 2009, she decided to travel the world and, after living in Barcelona, fell in love with London where she stayed for 10 years, working for agencies like CP+B and JWT on brands including Unilever, BMW, Hotels.com, and AbInbev.