

# **Gustavo Razzetti**

**Chief Strategy & Engagement Officer at Grupo Gallegos**

Greater Los Angeles Area, CA, US

Chief Strategy & Engagement Officer at Grupo Gallegos

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## **Biography**

General Manager/ CEO with 20+ years of experience in integrated marketing communications both in U.S. Hispanic and Latin America markets. Confident, creative, strategic and results-driven leader who inspires others to test the limits and over deliver. Change agent with the expertise to transform an agency model -culture, capabilities and ideation process- into a digital/ integrated communications company. Successfully managed five agencies in New York, Argentina and Puerto Rico. Consistent track record of fueling growth, driving operational efficiency, improving revenue and bottom-line through a hands-on management in different scenarios: early-stage, high-growth and turnaround environments. Strategist by conviction, Digital Pioneer by choice, Leader by evolution; playing a key strategic role in the development and growth of Global, regional and domestic blue chip brands in almost every category.

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## **Areas of Expertise**

Social Media, Strategic Planning, Latin America

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## **Education**

**Escuela Argentina de Psicología Social**  
Social Psychology

**McCann University**

**Universidad de Ciencias Empresariales y Sociales**  
Advertising & Marketing

**Columbia University - Columbia Business School**  
Agency Management Seminar, Leadership Development Program

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