

# BRUNO SANTIAGO

EXECUTIVE DIRECTOR, PRODUCT  
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Elevating product innovation, brand differentiation, and market impact by blending bold creative vision, strategic product development, and data-driven decision-making. Turning ideas into high-performing digital experiences, scaling disruptive solutions, and ensuring that every product and brand launch is as unconventional as it is successful.

## Summary of Qualifications

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- **Product and Marketing Executive with 25+ years of experience**, blending product strategy, creative innovation, and business leadership to challenge the ordinary and deliver game-changing solutions. Adept at translating complex client needs into bold, high-impact products and digital experiences, leading cross-disciplinary teams, and driving innovation across luxury, fintech, aviation, SaaS, and enterprise sectors.
- **Architect of transformation, having launched, scaled, and repositioned 20+ digital and physical products**—from aviation SaaS platforms and fintech ecosystems to loyalty programs and e-commerce solutions—ensuring their longevity, market fit, and commercial success. Master of product-market alignment, strategic growth, and disruptive brand storytelling, turning ideas into measurable revenue and cultural impact. Proven ability to bridge the gap between creativity, technology, and commerce, delivering products and brand experiences that don't just sell—they shift markets and shape industries.
- **Built and led high-performance teams of 350+ professionals**, orchestrating synergy between designers, engineers, marketers, and strategists to bring products to life—whether for Microsoft, Unilever, Mars, Emirates Airlines, Ritz-Carlton, Audi, or high-growth startups like NEOJETS, Phaze, and Truly Financial. A champion of cross-functional collaboration, ensuring vision, execution, and scalability move in lockstep.
- **Recognized with 80+ global creative and strategy awards**, including One Show, Effies, London International Awards, New York Festivals, and Dubai Lynx.

## Professional Experience

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### Head of Marketing & Innovation, Founder, Board Member, NEOJETS

2015 - Current, Toronto (Canada) & London (United Kingdom)

NEOJETS wasn't just about flying high—it was about **breaking every rule in the book** and rewriting the sky itself. We didn't just launch products; we launched paradigm shifts. We built, we pivoted, we reinvented. And along the way, we made sure we were delivering state-of-the-art experiences to a complex industry. During my 10-year tenure with the company, I conceptualized, identified the right product-market fit, and pivoted the company in designing and improving the product. I also led and managed a cross-functional team of 20 talents, including engineers (front-end, back-end, DevOps, QAs), designers, and marketing professionals, ensuring seamless collaboration from ideation to execution.

- **Redefined private aviation with a first-of-its-kind mobile booking app (2016)**—an MVP that seamlessly integrated commercial and private jet bookings. The app secured \$250K in investment and captured \$400K in spontaneous media coverage, proving that innovation could take flight.

- **Designed and launched an e-Franchise system for private jet brokers**, revolutionizing the industry's distribution model. This system generated \$2.54M in ARR from software subscriptions, \$1.88M in commissions, and \$870K in processing fees within the first year—unlocking new revenue streams and enabling broader market access.
- **Engineered JetCard Wallet, a blockchain-powered loyalty and payment solution** that provided transparent tracking for private jet usage. This innovation optimized fleet usage for operators while enhancing customer retention and engagement.
- **Developed and scaled a full-service Flight Scheduling System**, transforming it into a leading vertical SaaS solution in the aviation industry. The system drove \$3.4M in ARR from pre-sales, onboarding 12 operators—including enterprise clients with fleets of over 10 aircraft.
- **Applied AI and automation to revamp the entire tech stack**, leveraging **LLMs, smart databases, and low-code tools** to rebuild NEOJETS' Flight Scheduling System in **under six months**. The outcome? A dramatic reduction in development costs and a **Q3 2025 relaunch** that redefined operational efficiency.
- **Led strategic co-marketing partnerships with luxury brands**—Kempinski, Mandarin Oriental, Aston Martin, IWC, and Armand De Brignac—positioning NEOJETS as the premium choice in private aviation. Athlete collaborations with Clarence Seedorf (former footballer), Conor Daly (IndyCar driver), Felipe Nasr (IMSA/WEC driver), and Danny Green (NBA player) amplified brand credibility.
- **Secured \$3M+ in seed funding**, presenting a bold, data-backed business model that investors could get behind. By integrating forecasting, performance measurement, and market insights, I aligned investment with long-term growth strategies.

## Director of Design & Innovation, Phaze

2018 - 2019, Toronto (Canada)

At Phaze, a fintech company specializing in secure payment disbursement solutions, I led the design and development of a white-label payments API that enabled enterprises to issue digital gift cards, cash cards, and prepaid mobile top-ups, effectively connecting digital economies to everyday shopping.

- **Developed a blockchain-focused design system**, reducing development time by 25% and accelerating time-to-market by 50%, ensuring Phaze's SDK could be rapidly adopted across industries.
- **Optimized inventory management using predictive AI**, reducing excess inventory by \$422K and boosting cash flow through intelligent demand forecasting.
- **Improved sprint performance by 18%** through streamlined collaboration between design, development, and business teams, breaking silos to deliver on aggressive release cycles.
- **Enhanced enterprise integration capabilities**, making it possible for brands to seamlessly deploy Phaze's SDK across 2,500+ brands and 500 mobile carriers in 150+ countries.

## Managing Partner & Director of Innovation, Wavez/Fermento

2010 - 2015, Brasília (Brazil)

I founded Wavez to create digital native brands, and help government institutions, and enterprises blend digital transformation with bold, unconventional growth strategies. Within 3 years, Wavez merged with Fermento, scaling into one of Brazil's largest live marketing agencies, expanding revenue streams, and elevating its impact across industries.

- **Turned the 2014 FIFA World Cup into an interactive spectacle**, leading Caixa's sponsorship strategy across 12 stadiums and airports. Delivered fan engagement activations for 7M+ participants, ensuring seamless execution across a four-month marketing calendar.
- **Conceptualized and rolled out "Caixa Nas Ruas,"** a revolutionary internal engagement platform, boosting the well-being of 140,000 employees and cutting sick day requests by 78%—proving that culture and business performance go hand in hand.

- **Rebuilt Caixa's digital ecosystem**, redesigning a website with 924M+ annual visits. Applied product lifecycle management across 32 business units, restructuring 700+ content pages, driving a 35% surge in engagement, and slashing customer support requests by 16% in just six months.
- **Built an innovation-first culture, leading a 97-person multidisciplinary team**, crafting a powerhouse agency that clinched "Live Marketing Agency of the Year" in Brazil for two consecutive years (2013 and 2014).

## Senior Creative, Wunderman/JWT

2007 - 2010, Dubai (United Arab Emirates)

Wunderman was at the brink of collapse of its old "Direct Marketing" model. Being one of the few digital natives of the WPP group at the time, I was transferred from JWT to spearhead its transformation into a digital-first agency, working closely with New York, London, and Seattle teams to integrate cutting-edge digital capabilities into global campaigns. From CPG/FMCG powerhouses to luxury icons, I crafted brand narratives that didn't just sell—they shaped culture. Leading creative strategy across Microsoft, Unilever, Mars, HSBC, Emirates Airlines, Harvey Nichols, and more, I made sure every campaign wasn't just aligned with client objectives but set new industry standards.

- **Pitched and secured major business with Unilever and Mars**, expanding their sub-brands and driving \$70M+ in ARR for the MENA office. Positioned Wunderman as a creative powerhouse through high-impact, long-term partnerships.
- **Launched the viral "Funk Up Your Prize" app for Mars Snack Bars** (Mars, Snickers, Twix, Galaxy, and M&M's), leveraging early-stage social media to generate 167,000+ contest entries from 1.1M Facebook users—a major leap in digital engagement across the region.
- **Developed over 50 live and digital CPG activation campaigns** for the entire roster of Unilever brands, including: Comfort, Dove, Lux, Glow & Lovely, Lifebuoy, Lipton and others.
- **Managed the development of the Dubai Downtown website and app**, in partnership with Blast Radius Belgium and Strawberry Frog, to launch the iconic Burj Khalifa and Dubai Mall in December 2009.

## Awards & Recognition

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One Show Interactive, London International Awards, Dubai Lynx, Effies, New York Festivals, Premio Colunistas, El Ojo de Iberoamerica

## Other Languages

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Portuguese and Spanish