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GLOBAL CLIENT, GROWTH & OPERATIONS EXECUTIVE

Senior business, client leadership, and operations executive with 25+ years leading integrated marketing organizations across the United States, LATAM, and global markets. Proven track record driving revenue growth, leading complex client portfolios, building high-performing cross-functional teams, and strengthening operational effectiveness across agency and consulting environments.

Led global and regional business initiatives for brands including Mondelez (Oreo, HALLS, CLIF), Toyota, Mercedes-Benz, Sony, and HP. Managed multimillion-dollar portfolios, international teams, and integrated marketing operations across more than 40 markets worldwide.

Progressed through executive leadership roles within Dentsu, FCB, The Martin Agency, and DAVID, combining commercial leadership, client partnership development, and operational excellence to deliver sustainable business growth. Recognized with 18 Cannes Lions, including a Grand Prix, for driving impactful business and creative results at scale.

CAREER HIGHLIGHTS

- 25+ years leading agency and marketing organizations across US, LATAM and global markets
- 18 Cannes Lions including 1 Grand Prix
- Led integrated businesses across 40+ international markets
- Managed portfolios exceeding \$30MM in annual revenue

PROFESSIONAL EXPERIENCE

Commercial & Venture Leadership

Miami | 2025 – Present

Leading commercial development, strategic partnerships, and growth initiatives across infrastructure media and premium CPG categories.

- Developing go-to-market, partnership, and commercial growth strategies for BeltMedia and PeacockLab.
- Securing strategic partnerships and business development opportunities with major industry stakeholders.
- Driving commercial planning, growth initiatives, and operational development across both ventures.

Global Group Account Director

DAVID | Miami and New York | 2023 – 2025

Led integrated US and global business across CLIF, HALLS, and Sour Patch Kids, overseeing cross-functional operations, multi-market coordination, and integrated agency leadership.

- Recruited by agency leadership to lead the CLIF business pitch following acquisition, securing a major new business win.
 - Led global-to-local integration initiatives for HALLS across multiple international markets, contributing to Cannes Lions-recognized work.
 - Served as Integrated Agency Team (IAT) Lead, aligning Creative, Media, PR, Social, Shopper, and Activation teams.
 - Selected by senior leadership to redesign operational workflows, improving cross-functional collaboration and delivery efficiency.
- Role concluded following global budget reductions, HALLS business contraction, and Miami office restructuring.

Senior Brand Lead – Account Management

The Community | Miami | 2022

Led strategic client leadership and business growth initiatives across Verizon's integrated cross-channel portfolio.

- Led strategic account leadership across Verizon's cross-channel business, driving significant year-over-year organic growth.
 - Directed integrated execution across multiple agency partners and marketing disciplines within Verizon's ecosystem.
 - Led Meta's Hispanic Heritage Month initiative, overseeing a seven-week integrated creator and content platform.
 - Partnered with executive leadership to identify growth opportunities and strengthen client relationships across key business areas.
- Role concluded following Verizon cross-channel investment reductions and business restructuring.

Senior Digital Strategist

Digital Silk | Miami | 2021 – 2022

Led digital growth and performance initiatives across integrated client ecosystems, aligning brand strategy, SEO, content, and customer acquisition programs to drive measurable business growth.

- Developed full-funnel digital growth strategies integrating SEO, content, website optimization, and lead generation.
- Built performance reporting frameworks and actionable insights supporting commercial decision-making.
- Partnered with cross-functional teams to improve customer journeys, engagement, and lead generation effectiveness.

Co-Founder & Marketing Director

D2Airport | Miami | 2018 – 2022

Co-led the launch and commercial development of an aviation logistics startup focused on remote baggage check-in and destination baggage retrieval services.

- Structured the company's go-to-market strategy and customer acquisition model within the airline and travel ecosystem.
 - Secured pilot partnership initiatives with Azul Airlines stakeholders and supported operational rollout efforts in the US market.
 - Led integrated marketing, digital growth, and partnership development initiatives supporting early-stage business expansion.
 - Built brand positioning and customer engagement strategies focused on operational convenience and traveler experience.
- Operations were significantly impacted following the global aviation shutdown during COVID-19.

IPG GLOBAL LEADERSHIP PROGRESSION

SVP, Director of Account Management

FCB New York | New York | 2017 – 2018

Promoted within the IPG network to lead Account Management operations for a ~\$20MM portfolio, overseeing cross-functional teams, commercial performance, and operational integration across key agency accounts.

- Led a 25+ person integrated team across account management and cross-functional disciplines.
- Partnered with executive leadership to strengthen operational workflows, improve financial visibility, and increase organizational efficiency.
- Introduced OKR and accountability frameworks supporting stronger commercial alignment and team performance.
- Drove revenue growth through proactive client leadership, scope expansion, and integrated business development initiatives.

VP, Global Account Director

The Martin Agency | Richmond, VA | 2016 – 2017

Appointed within the IPG network to lead global stewardship of Mondelez's biscuit portfolio (Oreo, Tuc, Club Social) across five regions and 40+ international markets.

- Directed global alignment across regional agency teams, strengthening integration between central strategy and local market execution.
- Built governance and operational frameworks supporting large-scale international collaboration and rollout consistency.
- Led the evolution of regional brand platforms into globally scalable campaigns across Europe, LATAM, and Asia.
- Contributed to international business growth and stronger cross-market integration across key global accounts.

Regional Clients Director

FCB Brasil | São Paulo | 2013 – 2016

Led approximately 65% of agency revenue (~\$30MM), overseeing major regional and local business - SKY TV, Mondelez, HP, Campari, and CNA.

- Recruited by agency leadership to lead the defense of Mondelez's LATAM Club Social business and successfully retained the business.
- Played a key role in evolving the Club Social campaign platform into a globally scalable initiative across Europe and Asia.
- Led the successful launch of OREO in Brazil, strengthening strategic relationships with global Mondelez leadership.
- Selected by agency leadership to lead the agency's digital transformation, helping modernize integrated digital capabilities and cross-functional collaboration across the agency.

EARLIER AGENCY LEADERSHIP EXPERIENCE

Director of Account Management

One Digital | São Paulo - 2011 – 2013

Joined one of Brazil's leading independent digital agencies to help strengthen integrated operations, client leadership, and digital business growth during a period of rapid market transformation.

- Led digital business initiatives for brands including Bradesco and Nextel, supporting early large-scale social, mobile, and digital integration efforts.
- Helped strengthen cross-functional collaboration, operational structure, and integrated digital capabilities across agency teams and client programs.

Regional Clients Director

Dentsu | São Paulo - 2006 – 2011

Led regional and local business across Toyota, Sony, and Ajinomoto, overseeing integrated operations, and multi-market coordination.

- Managed Toyota's LATAM and Brazil business, helping strengthen commercial growth, dealer integration, and cross-market operations.
- Played a key leadership role in expanding Toyota's regional business footprint, contributing to significant agency revenue growth.
- Led integrated brand and retail coordination efforts across multiple LATAM markets, strengthening consistency and speed-to-market.
- Directed Sony's successful World Cup-related business pitch and expansion, contributing to substantial agency revenue growth.

Earlier Leadership Roles - Young & Rubicam | MullenLowe | São Paulo

EDUCATION

Wharton School | University of Pennsylvania

Executive Leadership & Management Program:

- Focus areas: Competitive & Corporate Strategy, Global Business Management, and Talent Optimization.

Methodist University of São Paulo

B.A. in Social Communications – Advertising

- B.A. Social Communications – Advertising (Honors)
- Adjunct Professor, Planning & Strategic Thinking

LANGUAGES

- English / Portuguese / Spanish