



Lisbon

International
Advertising
Festival

www.lisbonadfestival.com

2016 — Grand Jury

Category's President



Rodrigo Tarquino
Chief Creative Officer at Publicis, Colombia



Colombian art director with studies in photography in Madrid and 15 years of experience in the most recognized advertising agencies in Colombia (Leo Burnett, DDB, MullenLowe SSP3) and in Ignition K from Spain. Managed top brands including SAB Miller, Toyota, Davivienda, Diners Club International, Unilever, P&G, Renault, Nestlé and Purina among others. His work has won in the most influential advertising festivals worldwide: Cannes Lions, Clío, London, One Show, Effie, El Sol, FIAP and Wave in Rio.

In his last six years at Publicis Colombia, as the Chief Creative Officer, Rodrigo has successfully positioned the agency as one of the most creative agencies in the country and the Publicis network in Latin America.

Winner of the first Gold Cannes in the category of Product Design for Colombia in 2015, he also made Publicis the most creative agency at EL Dorado Festival, rounding off the year with the first GP at EL Ojo de Iberoamérica for the Publicis network in the history of this festival.

As a result of his career, he has been called to be a juror in prestigious awards and festivals including Effie (Colombia), FIAP (Argentina), El Sol (Spain), EL Ojo de Iberoamérica (Argentina); EL Condor (Ecuador) and Wave in Rio (Brazil).

As an influential leader in the industry, Rodrigo teaches strategy in a Marketing Degree at EAFIT University in Medellín, as well as a Master in Art Direction at the Creative School Brother in Bogotá, Colombia.