



THE TRANSFORMATIVE
POWER OF OIL PALM



**OIL
PALM**
Conference

THE TRANSFORMATIVE POWER OF OIL PALM

CONFERENCE:

The power of ideas.



SAMUEL ESTRADA RAMÍREZ

CEO McCann Santiago de Chile.

SESSION 2B

CONSUMER TRENDS
AND POSITIONING.

SEPT 29 | 2022

Professional in Advertising, Universidad Jorge Tadeo Lozano, with 25 years of experience in advertising and communications. 15 years in the McCann Worldgroup network, and recognized for his extensive experience in creative leadership and agency management.

Throughout his professional career in London, Colombia, Ecuador, Peru and Chile, he has won more than 250 international awards in creative and advertising effectiveness festivals at regional and global level, among which stand out: Cannes Lions, Clio, One Show, London Festival, ADC, Gerety, Epica New York Festival, Fiap, Webbys, Epica, El Ojo de Iberoamerica, Wave, El Sol, El Dorado, Lápiz de Acero, Effie Colombia, Effie Chile and Effie Latam.

For the last 3 years Samuel was in charge of leading Commonwealth//McCann for 7 markets in South America and since 2020 he has been Chairman of the Creative Council of McCann Worldgroup for the region. Together with Chevrolet, in 2021 he achieved a gold at the Cannes Lions global festival for the project "Lost Roads" and recently added three golds in the last edition of EFFIE Latin America, which positioned Chevrolet as the Brand of the Year in EFFIE LATAM 2021.

He has been part of the Berlin School of Creative Leadership program and the leadership program at Yale Business School. Teacher and speaker at universities such as: Politécnic Gran Colombiano, Universidad Jorge Tadeo Lozano, Universidad Central, Escuela de Artes y Letras, Universidad San Martín among others and in 2018 he became a mentor for Endeavor Colombia endeavor.org.co