

Nota Biográfica



Ricardo Monteiro

Ricardo, 60, is married to Leonor, his wife of 35 years, a father of four and twice a grandfather. His children and grandchildren live across the European Union, in Spain, the UK and Portugal.

Ricardo got his degree from the Université Catholique de Louvain, in Belgium, in Public Administration and International Relations. He has completed his academic career with several company sponsored senior management courses taken in different universities in the world, namely the IMD in Switzerland and at Four Acres, the Unilever training centre, with teachers from Columbia and Notre Dame.

Ricardo's professional career started as **Management Trainee** for Unilever, in Lisbon. In a thirteen year long career there, which saw him work in Spain as well as Portugal. Ricardo was promoted in succession to become **Managing Director** of Elida Gibbs, a Unilever division, in Lisbon. He worked in all areas of that company namely food, ice cream, home hygiene and personal care. At age 32, Ricardo became one of Unilever's youngest Senior Managers.

In 1994, Ricardo moved to advertising and took shares in BBDO Portugal, where he stayed as **CEO** for five years, turning that agency around, both financially and otherwise. He was appointed **Special Consultant to BBDO Europe**. In 1999, he sold his shares and joined what was then EuroRSCG, as CEO. In 2004, Ricardo became **Special consultant for the Nordic Countries within EuroRSCG**. In 2005 he became **European Vice President** for Business Development. In 2006 he was appointed EuroRSCG **CEO for Latin America, Portugal and Brazil**. In 2009 Spain was added to his region. In 2010 he became **Global Vice-President of Havas Worldwide** when the network rebranded itself after the holding company. He also kept all of his previous responsibilities. In December 2013 he was appointed **Global President of Havas Worldwide**. In 2016, he became **Global Chairman of Havas** and retired from the industry in January 2017.

While **President and Global Chairman**, Ricardo oversaw operations in more than 75 countries and about 300 agencies, employing upwards of 15.000 people. He headed and helped manage relations with such clients as Reckitt Benckiser, Peugeot-Citroen, Casino and many others, locally and globally.

He sat on the board of more than 100 different business units based in three continents, both local and global incorporations.



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He was a juror in the Cannes Advertising Festival in 2010. He has spoken in many venues, namely TED events, advertising festival in Argentina, Brazil, Spain and Portugal and across Latin America and the Middle East.

During his 37 year long career in Marketing and Advertising, Ricardo was twice named **Personality Of the Year by Meios&Publicidade** and also **Personality of the Decade** by the same industry publication in 2010. He was recognized as one of **Brazil's most influential adpeople** in 2013, by Meio&Mensagem. And in 2014, a first **Career Award** was attributed by Lusos. In 2016, Meios&Publicidade also recognized his contribution to the industry with a second **Career Award**.

Ricardo has had homes in Belgium, France, Spain, Uruguay, Brazil and currently Portugal. He has spent long spells in the USA and Dubai. Ricardo has given many interviews in industry magazines in the UK, the US, Spain, Portugal, France, Dubai, Brazil, Uruguay, Argentina, Chile, Colombia, Mexico, Peru, Denmark, Sweden and others.

At present Ricardo has become a **TV commentator on International Politics and Economics, in TVI 24**, a leading news network in Portugal. He is also a **Business Angel with RedAngels**. He devotes a substantial part of his time trying to build **Casa do Publicitário** - a venue for senior adpeople that he launched - and is na **Invited Teacher at the Oporto Business School**.

As a **Founding member of Diáspora Portuguesa**, under the auspices of the President of the Republic of Portugal, Ricardo builds bridges among the almost 90 members of the Diáspora and the Portuguese society, trying to bring home initiatives that can help the country interact and benefit from the world at large.