

Livia Santos Germano

+31621357137 | livia@sinceraspace.com | Amstelveen, Netherlands
www.linkedin.com/in/liviasantosgermano | www.sincerabranding.com | www.sinceraspace.com

SUMMARY

Seasoned brand & Innovation strategist with 20 years of experience in leveraging brands as a catalyst for meaningful innovation. Proficient in crafting strategies that bridge businesses with consumer needs, transforming opportunities into impactful brands, products, services, and experiences. Expertise in ethnographic qualitative research, cultural insights and innovation facilitation.

EXPERIENCE

Brand & Innovation Strategist

Freelance - Amstelveen, NL

January 2024 - present

I combine brand strategy, human-centered research, and creative-strategic facilitation to help business grow with empathy and purpose, building brands that play a meaningful role on people's lives. Areas of expertise:

- **Research & Insights:** Uncovering human truths and Cultural insights to drive game-changing strategies.
(Market Analysis, Trend Report, In-depth Interviews, Ethnographic Research, Focus Group, Future Scenarios and Growth Opportunity Areas Mapping)
- **Branding & Strategy:** Setting up brand foundation and strategic drivers.
(Brand Strategy & Positioning, Product Value Proposition and Brand Architecture)
- **Brand Experience & Innovation:** designing meaningful brand experiences that foster engagement, inspire loyalty, and drive innovation.
(Journey Mapping, Journey Experience Strategy, Touchpoint Strategy and Signature moments)
- **Creative-strategic Facilitation:** Unlocking creativity and fostering collaboration, ensuring teams innovate with a profound understanding of human behavior. Solving business-critical problems and defining visions.
(Brand and design sprints, Real-Time-Strategy Lego® Serious Play® session)

Creative Strategy Lead

Edenspiekermann - Amsterdam, NL

March 2023 - October 2023

Led projects merging design, technology, and strategy to bring desirable futures to life.

- Developed strategic visions and narratives for businesses and digital products.
- Identified ownable creative territories and crafted compelling narratives.
- Uncovered trends and distilled insights to inspire and support new business development.

Research & Strategy Senior Lead

Questtonó Manyone - São Paulo, BR

August 2021 - July 2022

Acted as a go-to strategist across a spectrum of research-led strategy projects.

- Shaped the healthcare ecosystem for the largest pharmacy retail chain in LATAM.
- Led cross-disciplinary teams in complex ethnographic research, trend and market analysis.
- Distilled trends and cultural insights to drive strategic decisions.
- Identified growth opportunities through deep consumer understanding.
- Shaped strategic directions for products, services and brands through design methods combining technology, business acumen and human factors.
- Facilitated executive-level design sprints impacting decision-making.

Head of Brand-driven Innovation & Founder
Sincera Branding Innovation - São Paulo, BR

September 2016 - August 2021

Founded and ran Sincera to align teams around powerful strategies and authentic brands.

- Consulted for CEOs and CMOs on aligning visions with powerful strategies.
- Provided strategic direction to connect brand, business with consumer needs.
- Conducted qualitative research to uncover insights.
- Established brand foundations and strategic drivers.
- Facilitated brand sprints deploying innovative methods.
- Applied brand-driven innovation to identify opportunities and create solutions.

Product Strategist

Glucogear Tecnologia - São Paulo, BR

October 2016 – September 2017

Led product roadmap development for an AI app for personalized diabetes monitoring.

- Managed qualitative research to distill insights driving creative solutions.
- Deployed innovation processes using a design thinking approach.
- Developed brand strategy and app UX.
- Tested and validated the app UX

Head of Strategy

GAD´ Branding & Design - São Paulo, BR

May 2009 - April 2016

Directed a team of 15 professionals to transform business through Branding.

- Managed client relationships, building strong connections up to C-level.
- Directed research, positioning, value proposition and brand architecture projects.
- Facilitated workshops with client´s high level management.
- Collaborated with Creative Directors to deliver consistently world-class work.
- Supported new business development through upselling and client acquisition.

Brand Strategy Coordinator

Thymus Branding - São Paulo, BR

March 2006 - October 2008

Developed and coordinated projects to increase brand equity and value perception.

- Conducted qualitative research and brand audits to inform decisions.
- Uncovered trends and distilled insights to inspire and provoke.
- Developed propositions, visions and positioning for local and global brands.
- Built clear structures and frameworks to guide brand and design work.
- Coordinated design agency partners during the design and visual identity phase.
- Delivered presentations that inspire, convince, and compel.

Graphic & Packaging Designer

Muller & Camacho Packaging Design - São Paulo, BR

September 2002 - March 2006

Developed packaging systems and visual identities for corporate and product brands.

- Developed packaging systems for product visibility and consistency.
- Created cohesive brand architectures aligning with overall strategy.
- Collaborated with marketing and product teams to align designs with objectives.
- Developed and tested prototypes for functionality and consumer appeal.
- Delivered client presentations to showcase and refine design concepts.

EDUCATION

Post-Graduation in Business Administration - 2008 - 2010

FGV - Fundação Getúlio Vargas - São Paulo, BR

Master in Business Administration (MBA) - Branding Innovation - 2003 - 2005

Faculdades Integradas Rio Branco - São Paulo, BR

Bachelor's Degree in Graphic Design - 1998 - 2002

Centro Universitário Belas Artes de São Paulo - São Paulo, BR

LICENSES & CERTIFICATIONS

Design Thinking Bootcamp – Design Thinkers Academy

Legos Serious Play Certified Facilitator - Association of Master Trainers

COURSES

Service Design - Hivelab

Designing and facilitating innovation co-creation sessions - Kaospilot Masterclass

LANGUAGES

Portuguese: Native or bilingual proficiency

English: Professional working proficiency

Dutch: Beginner (currently studying)

SKILLS

Qualitative Research, Strategic Insights, Strategic Thinking, Branding, Brand Strategy, Brand Architecture, Innovation, Facilitation, Design Thinking, Lego Serious Play, Design Sprint, Brand Sprint, Healthcare, Consumer Behavior, Customer Experience Strategy, Brand Development, Strong Communication and Presentation skills, Stakeholder management, Project Management, Leadership & Teamwork.

PROJECTS AND PORTFOLIO

Portfolio: <https://bit.ly/liviagermanoportfolio>

Health projects: <https://bit.ly/liviagermanohealth>

Personal website: <http://www.sincerabranding.com>

Learning experiences platform: <https://www.sinceraspace.com>