

FORMER REGIONAL EXECUTIVE CHAIRMAN OF ONE OF WORLD'S LARGEST ADVERTISING GROUPS LEAVES TO JOIN MONTREAL ART SME

MASSIVart announces the appointment of Alejandro Cardoso as the company's Global CEO and Managing Partner, MASSIVart Latin America and the opening of an office in Mexico City



Philippe Demers - CEO, MASSIVart Canada & Creative Director, MASSIVart (left)
& Alejandro Cardoso - Global CEO, MASSIVart & Managing Partner, MASSIVart Latin America (right)

Toronto, October 8, 2019 - MASSIVart announces the appointment of Alejandro Cardoso, former Executive Chairman of Publicis Latin America, as its regional partner and Global CEO and the opening of an office in Mexico City. Cardoso will oversee the company's global operations and lead the Latin American expansion. Already in discussions with key global and local leaders in the Real Estate, Hotel, Retail and Advertising industries, the development of the Latin American market will open up new doors for the Canadian based firm.

With a career spanning more than 25 years Cardoso is considered one of the most influential advertising personalities in Latin America. Listed as one of the 100 most inspiring Mexican leaders according to *Those Who Inspire Mexico* published in 2018, Cardoso left his position in June to join the leadership team at MASSIVart and develop the company's new Latin American subsidiary.

"I chose to join MASSIVart and launch its operations in Latin America because I have witnessed the challenges and the evolution of the advertising, tech, digital and marketing services industries, shifting from traditional branding to brand experiences. Brand experience is the main driver and success factor for brands and art and culture are the ideal platform to help them engage and communicate with their consumers in a meaningful and effective way," says Alejandro Cardoso, Global CEO and Managing Partner, MASSIVart Latin America.

Started in 2009 in Montreal, MASSIVart has developed a business model that places art at the heart of brand experiences. Exclusive art driven content, striking design and connections between artists and the public are just some of the strategies used by the company's clients such as the **NBA, Cirque du Soleil, H&M, Ivanhoe Cambridge, Cartier, W Hotels and Fairmont Hotels & Resorts**. The interest of advertising thought leader, Cardoso confirms the advertising industry is undergoing a metamorphosis and that MASSIVart's business model provides a creative solution.

"We are thrilled to develop the Latin American market in partnership with Alejandro Cardoso. His experience will accelerate our growth in this region and beyond and generate export opportunities for Canadian artists and talent, Philippe Demers, Founder and Creative Director of MASSIVart. "The goal is to build bridges with the Montreal and Toronto markets, two of the most creative markets in North America."

About MASSIVart

MASSIVart Inc. is a global art consultancy and production agency working in Montreal, Toronto, Mexico City, Shanghai, Paris and Dubai. They collaborate with emerging and established artists, architects, developers, designers and creative talent to create art-driven events, architectural design, commissioned works of art and cultural programs. They conceive creative destinations that bring people together, create emotional connections and offer authentic brand experiences. For more information please visit www.massivart.com.

About Alejandro Cardoso

Considered one of the most influential advertising personalities in Latin America, Cardoso has worked for the most creative companies and led many successful and award-winning campaigns. With + 25 years of experience, Cardoso is recognized as a leader in the advertising, tech and digital industries having held senior positions with companies such as: WPP and Omnicom agencies, Aeromexico, Cltibank, Yahoo, and Westin Hotels. Additionally Cardoso actively contributed to shaping the future of the Advertising industry, through roles as the Chairman of the Board of EFFIE Mexico, member of the board of the EFFIE Board of Latin America, President of the AMAP - Mexican Association of Advertising Agencies - and Chairman of the America's chapter Advisory Board of the Women's Forum for the Economy and Society. Alejandro has been a keynote speaker and panelist in 27 countries including the World Economic Forum.

More recently, Alejandro left his position as Regional Executive Chairman of Publicis Groupe Latin America and is currently Global CEO of MASSIVart, in addition to having launched the agency's operations in Mexico City in partnership with Philippe Demers founder of MASSIVart Canada.

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For further information or to schedule any interviews, please contact:

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