

# RODRIGO DE AGUSTÍN

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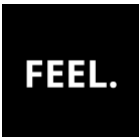


## ¡Hola!

I have more than 19 years of experience with practice-based knowledge and performance-focused execution. Specialized in developing innovative human-centered transformation programs and omnichannel journeys to maximize the impact of customer engagement and business value, with a creative touch.

I empower teams that change the established, bring solutions and create experiential narratives. All driven by critical thinking and data, scaled by [AI and automation](#) and optimized by analytics.

## EXPERIENCE



Founder. FEEL.  
November 2024-Present.

[www.humansfeel.com](http://www.humansfeel.com). Experiential Ecosystem Studio. Boutique Studio specialized in developing scalable, results driven strategies through powerful narratives, technology and neuroscience. Take actionable data out of outstanding experiential actions, XR technology and use-case-focused AI implementations.

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Head of Customer Engagement & Digital Innovation. Southern Europe. Siemens Healthineers.

April 2021-November 2024.

- Led the MK+Sales+Comms Digitalization in a newly developed B2B environment based on personalized long-term experiences with strong activation to Business both for In-Vivo and In-Vitro Business.
- Designed and implemented new B2B omnichannel connected stack.
- Led the opening of Interactive Content + Social Media strategy with GloCal approach.
- Led the Sales Enablement and Commex product initiatives (Sales Planning, Incentive Scheme, etc.).
- Created the "Special Experiences" area (VR/AR): immersive emotional experiences driving business results.
- **Results & Growth contribution:** +20% Market Share in Private. +20% Market Transparency. +400% qualified contacts gathering. +600% commercial interactions from SQLs. Scaled +20% operations in a cost-effective way through "Digital Hubs", hybrid squads and innovation cycles.

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Founder. Whitesox.

October 2020-Present.

Tech-Digital boutique firm specialized in Omnichannel operations, Digital Transformation and Special Interactive Tactics. From 0 to 250.000€ revenue in 6 months with no direct team.



## Digital and Multichannel Strategy Manager. Hiberus.

October 2017-September 2020.

- Reporting to Global CEO. Member of the Board for Digital Area. 30M€ Revenue Responsibility Scope.
- Co-creator and head of the "XD" (Cross Digital) team of high potential/performance profiles.
- Strategic client management. eCommerce, multichannel sales, data / performance projects. Coordination of multiple teams in different areas.
- **Results & Growth Contribution:** +30% in company revenue for Digital Business. +30% growth in average project margin. +60% growth in Digital Strategy/consultancy projects.

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## Personal Development Break-Paternity.

December 2016-October 2017.

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## Head of Digital Strategy | Business Development. LIN3S.

September 2015-December 2016.

- Reporting to CEO. Member of the Board. 10M€ Revenue Responsibility Scope.
- Co-leadership of the agency's strategy and business plan. Direction of strategic and innovation projects. Trainer in Digital Strategy and Analytics.
- **Results & Growth Contribution:** +20% in company revenue. +35% growth in average project margin +25% team net growth. New consultancy team and Tribal Culture foundation.

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## Head of Operations and Marketing. Wizyu.

May 2014-August 2015.

- Reporting to CEO. Member of the Board. 4M€ Revenue Responsibility Scope.
- Strategic coordination and business plan around "branding" services. (+20 people). Focus and niche entry into large clients. Creation of the intra-entrepreneurship projects platform.
- **Results & Growth Contribution:** +40% in company revenue. +30% growth in average project margin. +25% team net growth after restructuring.

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## Digital Projects Sr. Consultant. CEPSA (now move).

April 2010-May 2014.

- Reporting to the Head of Planning and IT Innovation, I was responsible for implementing CRO actions and the functional management of the company's digital assets.
- UX lead and functional manager of the collaborative change management environments with employees, due to the purchase of the company by IPIC the same year.
- Implementation of the company's first Digital Analytics plan.
- Functional responsible of portals like [CEPSA Sports](#): content strategy site for top tier sponsorships.
- UX lead for a new multi-country, multi-language corporate intranet based on Sharepoint. Created the internal matrix communities model, boosting internal interaction and collaboration.
- Led the implementation of a pioneer in-house video stream system with CDN and security layers.
- **Results & Growth Contribution:** +30% in B2B2C account creations. +10% in recurrent purchases. +500% in recurring online visits and digital transactions. +400% in organic search positioning. +150% in internal platform (Intranet) interaction from communities.

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## Freelance. Planner – promoter experiential campaigns & events.

June 2006-March 2010.

*While studying I worked on my own for different agencies and PR professionals.*

## **EDUCATION**

- 02|2012 **Master in Advanced Digital Marketing.**  
KSchool – Secuoyas Academy.
- 06|2011 **Professional Skills and Competences Postgraduate Course.**  
Universidad Francisco de Vitoria.
- 06|2009 **Bachelors Degree in Advertising and Public Relations.**  
Centro Universitario Villanueva and Universidad Complutense de Madrid.

### **OTHER**

- 05|2017 SCRUM Certificate "Expert" level by Scrum Manager®.
- 10|2014 Google Adwords certificate in Advanced Search Network and Display.
- 12|2013 Google Analytics Individual Qualification.
- 06|2009 Honor Distinction in Art Direction.
- 05|2009 Finalist in the "Young Creatives" category at the "El Sol" Creativity Festival (San Sebastián).
- 05|2008 Finalist II Advertising League (IAA:International Advertising Association).

## **LANGUAGE SKILLS**

- Spanish:** Native. Spanish nationality and residence.
- English:** C-2. Fluent written and spoken. U.S.A.High School. ('99-'00).
- Portuguese:** C-1. Fluent. Brazilian nationality

## **AWARDS & RECOGNITIONS**

### **Siemens Healthineers:**

- Gold Cannes Lion & Grand Prix for "Magnetic Stories" action with MRI in Southern Europe. [Link](#) | [Link](#).
- Computing Digital Innovation Award for "Connected B2B Business & Engagement Lab". [Link](#) | [Link](#) | [Link](#).
- [Gold Aspid for Best e-Health Project.](#)
- [Aspid for best VR/AR experience for "Time is Brain".](#)
- [Aspid for Best Gamification in Healthcare for "Time is Brain".](#)
- Finalist in the Global VR Awards for "Best VR Experience in Healthcare". [Link](#) | [Link](#).
- #1 webinar program by results in Healthcare sector by ON24 platform benchmark.
- 2022 "Best Digital Company Project" Award for "Implementation of VR in Sales & Marketing".
- [2023 "Entrepreneur of the Year" Leadership Award for "Time is Brain" VR Special Xperience.](#)
- [2023 "Best Strategy Execution" Leadership Award for "Sales Planning Scalable App".](#)
- 2023 Hall of Fame as "Great Contributor to the Company Strategy".

### **LIN3S:**

- Best National CSR Project for Saunier Duval (2x14x8000 content project). [1st Live stream from a 8K.](#)
- Gold LAUS for Guggenheim Museum's website.

### **Wizyu:**

- [Social Enterprise Awards in category "Entrepreneurship, Innovation and Environment" for "EXCEDENTES" platform.](#)
- [Publifest Award for Best Project in Humanitarian Aid for the "Transportando Sueños" \(sending dreams\) project.](#)

### **CEPSA:**

- AUTELSI award for "Best innovation tech project for productivity improvement" for the IntraCEPSA Intranet platform.

### **Student:**

- Finalist in the "Young Creatives" category at the "El Sol" Creativity Festival (San Sebastián).
- Finalist II Advertising League (IAA:International Advertising Association).