

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

FEEL.

Founder. FEEL.

November 2024-Present.

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.*

SIEMENS Healthineers  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.

Founder. Whitesox.

October 2020-Present.

whitesox 

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.

Personal Development Break-Paternity.

December 2016-October 2017.

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.



Head of Operations and Marketing. Wizy.

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.



Digital Projects Sr. Consultant. CEPSA (now moeve).

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.



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.

Wizyú:

- [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:

- ATELSSI 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).