

Thiago Salvador

AI & Operations Leader — Driving Business Connecting Humans and Machines

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Operations and AI leader with 15 years across advertising, technology, and startups. Currently Partner and Director of Operations & AI at Zaaz Collective, building AI-driven workflows that connect human creativity with machine intelligence. Previously led operations at Wunderman Thompson (3 years, WPP group) and produced award-winning campaigns at DM9DDB — including 6 Cannes Lions. MBA from USP/Esalq. Clients include Bayer (USA), McDonald's, Nubank, Vivo, and Itaú.

EXPERIENCE

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- Apr 2024 – Present **Director of Operations and AI**
Zaaz Collective Full-time
Leading AI-driven initiatives fusing technology with creative strategies. Operational frameworks, cross-functional team leadership, data-driven campaign optimization and growth.
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- Jun 2023 – May 2024 **Operations**
MACHINES LIKE ME Full-time
Managing RPA, development and AI projects. Operational systems improvement, strategic objectives, KPI monitoring, team recruitment and supervision.
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- Mar – Jul 2023 **Sr. Product Owner**
Freelance — Globosat
Development and Web3 projects. On-time delivery. Product Backlog management.
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- Nov 2022 – Feb 2023 **Operations Consultant**
Red Button — Rede de Canais Freelance
Operations improvement strategy, cost-effective solutions, department restructuring.
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- Aug – Oct 2022 **Sr. Project Manager**
Nubank Freelance
Banking and fintech project management. On-time delivery, vendor relationships.
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- May – Oct 2022 **Sr. Product Owner**
Hogarth Worldwide Full-time
Key client: Bayer (Global). Healthcare/medical projects. Backlog prioritization, Scrum Team transparency.
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- Mar – Jun 2022 **Creative Operations**
Nubank Freelance
Creative team project management. Key projects: "Tudo no Roxinho" and "NuNiver" (9th anniversary).
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- Aug 2021 – Apr 2022 **Operations Consultant**
Black Dragons Full-time · Hybrid
Organizational process implementation, strategic planning and budgets for sustainable growth.
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- Jul 2018 – Aug 2021 **Operations Manager → Director, Org. Development**
Wunderman Thompson Technology Full-time · 3 yrs
Internal and client operations for WPP group. Adobe and Acquia partner. Office management, team leadership, production strategy, budget control. Promoted to Director (Apr 2021). Clients: Vivo Adobe UHG
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- Dec 2017 – Jul 2018 **Digital Producer**
DM9DDB
Agency's digital technology production lead. Media project management, display campaigns, CMS, vendor contracting. Clients: McDonald's Itaú Walmart J&J

McDonald's Instagram Menu 2018

AI connected to Instagram's API to track hashtags, apply safety filters and display best images on digital menu boards. (DM9DDB)

Cannes Lions – 3 Lions

EL Ojo – Silver & Bronze

Clio – Bronze

Clube de Criação – Bronze

Johnson's My First Pad 2018

Mini pads for dolls + educational mobile game in Unity to promote menstruation dialogue. (DM9DDB)

Cannes Lions – Bronze

Clube de Criação – Bronze

Novo Portal Vivo (AEM) 2018-2019

New Vivo (Telefônica) portal on Adobe Experience Manager. (Wunderman Thompson)

Walmart Job On The Shelf 2018

Product line with job offers on labels, QR codes connecting consumers to positions. (DM9DDB)

Cannes Lions – Silver & Bronze

Wave Festival – Gold + Silver

EL Ojo – Silver & Bronze

NuNiver — Nubank 9th Anniversary 2022

Anniversary campaign: outdoor actions, hero film, commemorative clothing. Creative operations and budget control. (Nubank)

UHG Americas Portal (Acquia) 2018

New ASM portal using Acquia CMS. (Wunderman Thompson)

Acquia Engage 2019 – Finalist

EDUCATION

2024 – 2025

MBA, Business Administration

MBA USP/Esalq

2013 – 2014

Postgraduate, Project Management

FATEC Senac Pelotas

2010 – 2012

Bachelor's, Marketing

FATEC Senac Pelotas

CERTIFICATIONS

AI Fluency: Framework and Foundations

Anthropic — 2025

Claude with the Anthropic API

Anthropic — 2025

Pre MBA AI for Business

Saint Paul Escola de Negócios — 2025

Six Sigma Yellow Belt

6sigmastudy — 2019

Scrum Foundations Professional

CertiProf — 2020

Design Thinking

FIAP — 2021

LANGUAGES

Portuguese Native

English Advanced

Spanish Advanced

SKILLS

AI & Technology

AI Prompting, Generative AI, Anthropic/Claude API, Web3, RPA, Adobe Experience Manager, Acquia, CMS, Unity

Management & Operations

Operations Management, Process Improvement, PMO, Product Management, Six Sigma, Scrum, Kanban, Agile

Leadership & Strategy

Strategic Planning, Cross-functional Teams, People Management, Organizational Development, Business Strategy

Marketing & Communication

Advertising, Digital Marketing, SEO, Digital Strategy, Digital Production, Campaign Management

VOLUNTEERING

Founder — GG Group (2021 — Present)

Toxicity-free space for minority gamers on streaming platforms.

Founder — Fade Art (2011 — Present)

Event production company, including charity events.