

MARCELO BOHRER

Design thinking expert
Innovation project lead
Entrepreneur
Strategist
Visionary



Portfolio/// www.marcelobohrer.com.br

An outstanding creative and **multitalented design thinker** who has wide experience in the process of generating **innovative ideas** and designing **keen strategies** to transform bold concepts into **impactful solutions**.

An **inspiring leader** who encourages teams to go beyond, leading innovation projects in an engaging and fun way to deliver extraordinary results.

Check the endorsements at marcelobohrer.com.br/testimonies

SKILLS

Design thinking

Experience I have over 18 years of experience in human-centered design thinking.

I master the processes of innovation: empathy with the target audience, definition of opportunities, conception of “wow” ideas, measurable evaluation, market research, prototyping, testing and launching.

I worked as a teacher of design thinking at universities in Brazil, always receiving the top grades on the students’ evaluations.

I held unusual lectures and workshops for companies and events that have led to a leap in their mindset, resulting in fresh valuable concepts for new products and services.

Achievements I am the creator of revolutionary concepts recognized by the market and widely highlighted by the press such as cyberorganic design, the international wellness movement Nadism, and the Money of Good platform that combines neuroscience and blockchain to generate income through meditation.

I won the Bornancini Design Award, strategic design category for POA BIKES, an integrated system for bicycle mobility in Porto Alegre, Brazil.

I received the mention of the most innovative Seminar of the MCBW.de 2018.

Participants in the workshops held for Impact Hub Munich and Internations Munich reported that the events were mind-opening.

Project management

Experience I have extensive experience in planning and coordinating innovation projects from conception to launching: definition of scope, goals and budget, team assembling, tasks definition, road map, deadlines, and quality control.

Great ability in client relations, using empathetic communication to optimize the progress of the project and enhance the outcomes.

I am an inspirational leader and a cheerful team worker with great flexibility, playful skills, and a high level of emotional intelligence.

Achievements Developing dozens of innovative projects for companies such as: Audi, BMW Foundation, Unilever, Heineken, IBRAVIN Brazilian Wine Ass., Cyrela Brazil Building Co., Zeppelin Films, Agrale Vehicles, City Hall of Porto Alegre Brazil.

Entrepreneurship

Experience I have wide expertise in using agile and lean processes to manage businesses and design marketing plans: market analysis, USP, MVP, SWOT matrix, budget, corporate identity and communication strategies.

I've developed great skills in negotiating with investors, suppliers, customers, partners and public institutions.

Achievements Founding successful companies: Visgo fashionwear, Nadism Club, Marboh Idea Design, Laptop STAND UP and Money of Good.
Extensive mentioned in the press, thanks to many innovative works.

CUTTINGEDGE SKILLS

Broad knowledge of new technologies and systems such as blockchain, cryptocurrencies, circular design, regenerative systems, shared economy, holocracy, neurofeedback, mindfulness, and gamification.

PROFESSIONAL EXPERIENCE

2017 / to date Money of Good Org – Munich / Germany (www.moneyofgood.org)
Founder / Head of strategy / Operations Director
Money of Good is a platform based on neuroscience and blockchain that rewards the practice of meditation with cryptocurrency promoting a new equitable and sustainable economy.

2015 / 2018 Laptop STAND UP – Munich / Germany (www.laptop-standup.com)
Creative Director / Operations Director
Product concept and development, visual and industrial design, marketing strategy. The laptop STAND UP is the most innovative, sustainable and super user-friendly stand for laptops.

2015 / 2017 Gambol Design – Munich / Germany (www.gamboldesign.com)
Creative Director / Corporate Design
A consultancy focused on helping start-ups and new business to thrive by creating strong corporate identities, appealing communication and immersive websites.

2011 / 2014 Marboh Idea Design - Bureau for innovation projects / Brazil
(www.marcelobohrer.com.br/strategic-design)
Founder / Creative Director
Creating concepts and designing innovation projects, marketing and business management, prospect and dealing with clients and suppliers, guiding and supervising employees and trainees.

2006 / 2017 Nadism Club – Nonprofit Organization for wellness / Brazil
Members in 7 countries (www.nadismclub.com)
Founder / Director / Author
Promoting and conducting hundreds of events, training and giving lectures for companies, institutions and universities. Book author.

2007 / 2009 Live AD Mkt Agency / Brazil (www.live.tt) - **Creative project manager**
2003 / 2006 Imaginarium.com.br - Gift Co. (120 stores in Brazil) - **Senior design lead**

EDUCATION

2011 Postgraduation in Business Strategy
Superior School of Advertising and Marketing (ESPM) – Brazil

2003 Graduation in Social Communication / Advertising
Federal University of Rio Grande do Sul (UFRGS) / Brazil

OTHER COURSES

2018 Money & Society - Cumbria University / Leadership in Sustainability
2014 Student of the Creative Process - with Charles Watson
2013 Design Thinking Course - Stanford University

LANGUAGE SKILLS

Portuguese: native
English: fluent / German: basic / Italian and Spanish: intermediary

HOBBIES AND INTERESTS

Eisbach surfer, 2^o Dan Aikido, senior meditation practitioner, pizza Napoletana baker, kombucha maker, picnic lover, tree climber, Zen Buddhist enthusiast, traveler (more than 10 countries visited), a Dj for fun.

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CITIZENSHIP:
Portuguese and Brazilian