

Christina Carvalho Pinto



Christina Carvalho Pinto is an outstanding leader in Brazil in the Communication sector. Internationally awarded and recognized for creating new visions for media and conscious brands, combining the power of creative insights with the power of conscience.

She has been twice elected by Forbes “The Most Influential Woman in the Brazilian Marketing and Communication Sector”.

Christina has a huge international experience as a corporate leader. In her thirties she became the first woman in Latin America to lead, as a shareholder and Chairperson, the multinational Young & Rubicam Group, at the time the largest in the world in the Communication and Marketing sector.

For two decades she has been the founder and Chairperson of Full Jazz Communication Group, which was elected by Dom Cabral Foundation as the best example of corporate innovation in Brazil.

As a guest of Dr. Monica Sharma – UN New York – she participated in the team of four global experts chosen to design a leadership development strategy with a focus on Sustainability for emerging markets (<https://radicallytransform.org>).

She has received hundreds of national and international awards, ranging from lions in Cannes to “Professional of the Decade”, given by ABRACOMP – the Brazilian Marketing Columnists Association.

Christina has been elected “One of Top Ten Brazilian Entrepreneurs” by Empreendedor (Entrepreneur) Magazine. Also elected - on an open election through Internet - “The Most Significant Creative Professional in Communication in Brazil”.

• **Board memberships along her life: AMCHAM, FGV, ESPM, CIEE, WWF, AACD, Instituto Avon, Instituto Jatobás, CDP–Carbon Disclosure Project, among others. She is deeply dedicated to causes of social relevance. Nowadays: she chairs the board of the Bem Querer Mulher ecosystem, a national reference in rebuilding the lives of women and children victims of violence (bemquerermulher.org.br); co-founder and board member of ABCD – Brazilian Action for Digital Awareness, the largest national and international alliance of organizations focused on protecting children and adolescents in digital environments (abcd.net.br); serves on the global board of the international anti-corruption organization The Blue Company Certification (the-bluecompanycert.org); First Vice President of COSMU – Multidisciplinary Superior Council of FIESP and member of CONSED – Superior Education Council of FIESP (fiesp.com.br); board member of The Rainmakers entrepreneurial community (therainmakers.com.br).**

She's also an international keynote speaker, columnist, writer and screenwriter, having given lectures in UN Clean Energy meetings, Wharton University, Women's Forum for Economy and Society, Green Media Show and other privileged environments. As a lecturer, she prioritizes the themes: "Reconstructed Women", "Feminine-Masculine: The Power of Symmetry", "The Feminine in the Healing of Human Mutilations", "Disruptive Minds & Ideas", "Leadership and Sustainability", "Diversity and Polarization in Media and Society".

From 2010 to 2015, Christina founded and led SHIFT- Transformative Agents, an initiative that gathered prominent corporate leaders focusing on their personal legacy and on the dissemination of transformative leadership: noble values, innovation, practices and experiences.

Her innovative thinking is highlighted in more than 20 books by different authors.