

Jaakko Tammela @ São Paulo, Brazil

Brazilian + Finnish: 41y of life + 17y of experience

Education

{2014-2017(estimated)} MBA in Creative Leadership // Berlin School

{2000-2002} MBA in Marketing // ESPM, RIO

{1995-2000} Bachelor's in Industrial Design // PUC, RIO

Skills

- + Design & Innovation management;
- + Creative leadership and business strategy;
- + Business and Organizational design;
- + Industrial design CAD softwares and model shop;
- + Service and Strategic design;
- + Graphic design softwares;
- + User and market (qualitative and quantitative) research;
- + Interaction design prototyping softwares;
- + Beginner in Processing and Arduino;
- + English, Portuguese and Spanish (learning)

Awards

More than 30 local and international prizes including **IDEA USA / BRAZIL (8), RED DOT (2), IF Design Award (4), DESIGNPREIS (2), GOOD DESIGN**, among others. Featuring 2 prizes for CNI (Brazilian Industrial Confederation) related to Design Management

Special recognitions

2017 _ Invited as committee member of the Brazilian Design Intelligence Group (GIDB), from Industry, Services and Exterior Commerce Ministry (MDIC).

2017 _ 12th Brazilian Graphic Design Biennial, Product Design Jury member

2017 _ TERA Experience Design Master Class

2016 _ ESPM Design Master Class

2016 _ CANNES LIONS, Product Design core committee/steering group

2016 _ CANNES LIONS, Product Design Jury member

2013 _ 10th Brazilian Graphic Design Biennial, Packaging Jury member

2012 _ IMPACTA Design Master Class

2009 _ SATC Design Master Class

2005 _ MAURICE VALANSI Design prize, Jury member

Experience (professional)

FJORD | Accenture Interactive, **Design Director** {apr.2017 - present} // SAO + MEX + COL

BRAINPOOL, **advisor** {jan.2016 -present} // SAO + NYC + BCN + TKY

Questto|Nó, **Partner | Organizational Design Director** {jan.2016 - mar.2017} // SAO + RIO + NYC

Independent innovation design consultant {apr.2013 - dec.2015} // SAO + RIO + SFO

BRAINPOOL, **founder partner** {may.2014 - dec.2015} // SAO + NYC + BCN

GRIMPA, **Head of design & innovation** {jun.2014 - may.2015} // SAO

UNESCO + **Brazilian culture ministry, Strategic design consultant** {mar.2014 - sep.2014} // SAO + BSB

DESIGN IT LATAM, **Design Leader external consultant** {nov.2013 - feb.2014} // SAO + CWB

INSITUM BRAZIL, **Design Leader external consultant** {ago.2013 - oct.2014} // SAO + IST

WHIRLPOOL LATAM, **Sr Future insights manager** {aug.2011 - apr.2013} // SAO

WHIRLPOOL LATAM, **Sr Experience design manager** {mar.2010 - dec.2011} // SAO + JOI + RIC

Indio da Costa AUDT, **Strategic design & innovation Director** {mar.2009 - feb.2010} // RIO + SAO

SINCRODESIGN, **Manager partner** {jan.2004 - mar.2009} // RIO + FLN

Indio da Costa AUDT, **Design manager** {jul.2000 - jul.2003} // RIO

Experience (educational)

ESPM, **Creative Leadership pos graduation professor** {ago.2016 - ago.2017} // SAO

IED, **Experience design & Strategic design pos graduation professor** {ago.2015 - feb.2017} // SAO

PUC, **Product strategy & Branding professor** {mar.2005 - jul.2010} // RIO