

Patricio Casaubon

Digital Strategist | Business Designer

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Hökmossevägen 51, 126 42

Seven years of experience developing and executing digital strategies for national and international brands from diverse industries, with a focus on branding and marketing goals established by the clients.

Ability to develop, design and establish structures, frameworks and processes within a startup environment.

Relationship-management skills, with experience leading and working with multidisciplinary teams, establishing and managing relationships with clients and suppliers.

PROFESSIONAL EXPERIENCE

Co-Founder - Digital Consultant & Strategist

Prjct.Digital | May 2017 - Present

Developed a digital consultancy focused on Digital Transformation, Culture Creation and Change Management. Participated in all activities involved in developing a business model, framework, client management and delivery according to set expectations.

- Development of a strategic road map for cultural change for ICA, workshop design and facilitation.
- Cultural analysis, workshop design and facilitation for Läkare Utan Gränser.
- Currently working on facilitating an innovation process for Operan.

Director of the Consulting Area - Digital Consultant

Kamikaze Lab: Digital Strategies | April 2009 - July 2016

Worked as a Digital Strategist for 6 years, handling clients and helping the team grow from 3 to 55+ members. I started the Digital Consulting Area, developing frameworks, processes, methodologies, delivery and business model.

- Development of digital strategies, from creative concepts to planning and implementation.
- Project management of comprehensive digital projects for brands, such as Pedigree, Whiskas and izzi (telecommunications), amongst others.
- Client education and facilitation sessions on digital topics.
- Developing a new business area: research, planning, training, implementation and growth of customer base.
- Digital consulting for Grupo Ficohsa (banking).

SKILLS

- Strategic thinking
- Team development
- Project management
- Facilitation
- Content development
- Design Thinking process
- Data analysis

LEGAL STATUS

Right of residence for EU citizens (French passport)

EDUCATION

2016 - 2017

Digital Business
Hyper Island
Stockholm

2007 - 2011

B.A. in Communications
Universidad Ibero
Mexico City

LANGUAGES

- Spanish (native)
- English (fluent)
- French (fluent)
- Swedish (basic)