



Henrique Rodrigues – Strategic Partnerships & Brand Development

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Location: Lausanne, Switzerland | Citizenships: French & Brazilian | Swiss work permit B

Brand marketing and partnerships strategist with experience across healthcare, technology, entertainment, tourism and cultural ventures. I turn creative ideas into structured business opportunities through storytelling, strategic partnerships, commercial execution and AI-supported infrastructure. My background includes multi-market brand plans, investor-facing narratives, artist development, large-scale activations, CRM systems and global brand partnerships across Europe and North America.

WORK EXPERIENCE

STRATEGIC PARTNERSHIPS & BUSINESS DEVELOPMENT LEAD

Eysins, Switzerland

BEATS AS ONE – THMG – François-Henry Bennahmias-related strategic mandate

10/2025 – 04/2026

- Led strategic partnerships and business development for Beats as One.
- Reworked the documentary narrative, fundraising and distribution strategy.
- Designed AI-supported commercial infrastructure connecting CRM, outreach, quoting, invoicing and accounting workflows.

BRAND ACTIVATOR (CH, AT, BE)

Zug, Switzerland

SANOFI, Consumer Healthcare – Fortune Global 500, Pharmaceutical Company

02/2025 – 01/2026

- Lead 360° activation strategy for DulcoLax & DulcoSoft across FR/DE/NL-speaking markets (ATL, BTL, digital).
- Act as Brand Manager for Belgium, owning full strategy, A&P execution (€1.5M budget), and 2026 brand plan.
- Coordinate cross-functional teams (sales, supply chain, agencies) for flawless, compliant rollouts.

CLIENT RELATIONSHIP MANAGER

Geneva, Switzerland

OKOIOS – Business & IT Consulting Firm

12/2024 – 02/2025

- Grew portfolio revenue by 20% YoY and expanded client base by 30% through AI-driven business development strategies.
- Managed strategic client relationships and delivered insight reports to expand business scope beyond IT consulting.

MARKETING & PARTNERSHIPS MANAGER

Montreal, Canada

La Grande Roue De Montréal – Leading Tourist Attraction in Montreal

07/2023 – 02/2024

- Tripled event revenue in 6 months through targeted activations and partnerships (Coca-Cola, LEGO, F1).
- Managed \$500k marketing/events budget, led PR & crisis communication strategy.
- Revamped partnerships & branding strategy, improving public perception and ROI ahead of sale.

CHIEF OF STAFF | Cloud Success Services

Montreal, Canada

SAP – Fortune Global 500, Enterprise Software Company

07/2021 – 07/2023

- Supported strategy execution for **\$200M business unit**, aligning 150+ delivery team members.
- Built account-tracking dashboards, boosting operational efficiency and resource allocation.
- Coordinated **300+ C-level client meetings**, supporting **\$16M+ in new revenue**.

ARTIST MANAGER | Business Development

Remote, Canada

Emie Management Agency

10/2018 – 04/2021

- Managed 3 artists from zero to international careers (e.g., **RIVO – 7M monthly Spotify streams**).
- Negotiated global label and tour deals, creating sustainable revenue streams.
- Built digital communities across Instagram, TikTok, YouTube and Facebook.

ADDITIONAL EXPERIENCE

- **Maison Royère | Brand Consultant** – Repositioned digital presence for ultra-luxury furniture brand (€50k–€1M pieces).
- **Hipgnosis Songs Fund | Music Catalogue Analyst** – Supported catalogue optimization for a global music IP portfolio (\$1B).

EDUCATION

Master of Science, International Business | **Université du Québec à Montréal (GPA: 5.5/6)**

| Montreal, Canada | 2019 – 2021

Bachelor of Business Administration | **Université du Québec à Montréal (GPA: 4.3/6)**

| Montreal, Canada | 2015 – 2019

Academic exchange year at California State University, USA.

LANGUAGES

French (Native) – English (Fluent) – Portuguese (Native) – Spanish (Advanced)

KEY SKILLS

Skills: Strategic partnerships, business development, brand positioning, sponsorships, luxury activations, cultural storytelling, investor-facing narratives, VIP stakeholder management, CRM and AI-supported commercial infrastructure.

Tools: MS Office, SAP, Salesforce, HubSpot, Apollo, Instantly, Canva, Photoshop, InDesign, Google/Meta/TikTok Ads.

AI & Automation: Claude, Manus AI, ChatGPT, n8n, Make, Lovable, OpenClaw, Hostinger VPS, AI-supported workflow design.