

Flávio A. Corrêa

Flávio was born in Porto Alegre, where he attended Journalism and Law at the Federal University of Rio Grande do Sul. There he also started his professional career, working as a photographer, reporter and columnist for “Diário de Notícias” and “A Hora” in Porto Alegre. He joined later the Piratini TV television station, where he acted as a writer, producer and presenter, as well as in its advertising and promotions department.

In 1963 Favoco (as he is largely known by heart) founded the advertising agency “Sociedade Gaúcha de Promoções e Publicidade”.

In 1964 he established Denison Propaganda’s branch in Porto Alegre, later becoming its Director for the South Area, including its Curitiba’s office.

In 1967, he joined Standard Propaganda as managing director of its Porto Alegre office. Standard, founded in 1935, was then the most prestigious Brazilian advertising agency. In 1970 Favoco, at the age of 31, was elected its Chief Executive Officer, moving to Rio de Janeiro to manage the entire organization: 11 offices throughout the country, plus a branch in Lisbon, Portugal.

In 1971 he took post in the management team of TV Record, a leading TV network headquartered in São Paulo.

In 1972, soon after Ogilvy & Mather’s acquisition of Standard, Flávio returned to advertising and was appointed President and Chief Executive Officer of the newly formed Standard Ogilvy & Mather, which under his leadership became one of the largest and best ad agencies in the country.

In 1982 he was elected a member of the Ogilvy & Mather Worldwide Board, and in 1983 was named its President for the Latin American and Caribbean region. He then set up Ogilvy’s regional network, which he left covering virtually all countries South of the Rio Grande. In 1990, he moved to the US, as a member of Ogilvy’s Worldwide Executive Committee. After establishing Ogilvy’s presence in Miami, Florida, he took additional responsibilities, looking after the African continent as well (out of London) plus handling a group of global clients, such as Philips Electronics (Eindhoven), Mercedes-Benz (commercial vehicles) and British-American Tobacco, at the same time sharing responsibilities over the Unilever and Shell worldwide accounts, plus American Express, IBM, Kimberly-Clark, Kraft General Foods, Seagram, Nestlé, Pizza Hut, Ford and Mattel for Latin American. In this capacity, he conducted businesses in dozens of countries in the five continents.

In 1998 he left Ogilvy Worldwide to come back to his home country, joining Propeg as President and shareholder. Propeg is a leading 100% Brazilian owned advertising, new media and related communications services group, which he left in May of 2000 to set up his own marketing and communications consultancy, FAR Comunicação.

Flavio was then named President Latin America for Results International, a multinational consultancy firm based in London specialized in the marketing communications sector, a position he continues to hold.

In January of 2001 he was appointed Executive President of Abap – the Brazilian Association of Advertising Agencies, which he served as its Institutional President since 1997. At the same time, he was named President of Soluziona, the consultancy arm of the Union Fenosa Spanish global conglomerate.

In March 2002 he resigned Abap and Soluziona to join SBT - Sistema Brasileiro de Televisão (Brazilian Television System), as a member of the its new Commercial Department. SBT is the second largest TV network in the country. In mid September 2002, he decided to leave SBT to become a shareholder of Hollywood Movie Magic Brazil, whilst retaining its assignments as President Latin America for Results International and remaining as a consultant to both Grupo Silvio Santos (owners of SBT) and Soluziona.

As a journalist, he is the anchor man of "Sala Vip", CNT's talk show aired every Sunday (07:30PM - 08:00 PM) and writes for "Banco Hoje" magazine and for a number of newspapers and other publications in Brazil and abroad.

Flavio is continuously requested to speak at business and marketing & advertising seminars and events both locally and internationally.

Currently, he holds the following honorific positions:

- President of Cultural Foundation of the Brazilian Army's Advisory Board;
- Member of the Advisory Board of Brasilinvest;
- Member of the Advisory Board of ADVB - Sales and Marketing Association of Brazil;
- Counselor of ANUBRA - the Brazilian branch of the United Nations;
- Founding member of the WPO – World Presidents Organization;
- Member of the Sociedade Rural Brasileira (Brazilian Rural Association).

He was Vice President and member of the Board of the Associação Comercial de São Paulo (São Paulo Commercial Association) and was a founding members of several institutions, such as the YPO (Young Presidents Organization), Instituto Liberal and CEDES (Centro de Estudos para o Desenvolvimento Econômico e Social do Brasil).

Main clients he has worked for:

Alfa Bank; American Express; Aurora Wines; Avon; Bayer; Brahma Beer; Bamerindus Bank; British-American Tobacco; BBV Bank; Comind Bank and Financial Services; Estrela Toys; Etti (tomato products); CICA (food products); Companhia União (Insurance); Companhia Vinícola Rio Grandense (Wines); Duracell; General Foods; Gerdau Group (Steel); Iochpe Group (Financial Services); IBM; Kibon (Confectionary and ice creams); Kimberly-Clark; Kodak; Mattel Toys; Mercedes-Benz; Nestlé, Panasonic; PepsiCo.; Philips Electronics; Pizza Hut; Q-Refresco (Fruit Juices); Quaker Oats; Real Bank (today ABN-AMRO); Renner (Department stores); Rio Grande do Sul State Bank; Royal Dutch Shell; São Paulo Alpargatas (Textile, shoes, jeans and shirts); Seagram; Siemens; Skol Beer; Smith-Kline Beecham; Springer Admiral (White line and air conditioning); Sul América Insurance; Suvinil Paintings; Technos Watches; Tigre (PVC pipes and couplings); Unilever; Varig Airlines; Wallig (Stoves and Ovens); Zero Hora (Newspaper).

Main awards and decorations

- Business Man of the Year – Rio Grande do Sul – 1980.
- Creative Man of the Year Brazil – Tendencia Magazine – 1982
- Advertising Man of the Year Brazil – 1985.
- Honorary Ambassador of Rio Grande do Sul – 1996.
- Commendatory of the Military Order of Merit – 2000.

Flavio was appointed by Partido Popular's São Paulo branch its sole candidate to the Senate in 1994; he resigned his candidacy soon before the general elections took place. In 2002, he was listed by São Paulo's Partido Liberal as one of its candidates to the Congress; again, he resigned his candidacy two months before the election's day.

Flavio is fluent in Portuguese (his native language), Spanish and English, and reads, understands and speaks, with no fluency, Italian and French.