David Posada Quevedo

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PROFILE

Business operator with 25+ years of experience scaling growth, revenue, and profitability across digital media and technology-driven companies in Latin America. Has built, led, and transformed businesses across Mexico and the broader region, holding full P&L responsibility across large, complex, multi-market operations. Combines commercial strategy, product development, and operational execution to build revenue engines, launch new business lines, and drive organizational performance in highly competitive environments.

As Managing Director for Latin America at Brainlabs, leads regional operations end-to-end — P&L, commercial strategy, product, and talent — scaling through data, technology, and high-performance teams. Previously, as CEO of GroupM Mexico (WPP Media), led 700+ employees and 120+ clients, driving transformation, launching DOOH and eCommerce, and delivering growth and profitability through significant regulatory change. Earlier, as Chief Digital Officer at GroupM LatAm, led digital transformation and built scalable capabilities across markets.

SKILLS

P&L Management.
Growth strategy
Business Transformation
Regional Operations
Executive Leadership.
Digital, Retail & Performance Media.
Spanish (native language).
English (professional working proficiency).

EDUCATION

• Digital Marketing Analytics
2021 MIT Sloan School of Management – Online.
• Global Branding in the Digital Era
2018 Yale School of Management – New York, US.
• Marketing
2002 Eafit University – Medellin, Colombia.
• Production Engineering
1993 - 1998 Eafit University – Medellin, Colombia.

CAREER HISTORY

Managing Director, Latin America | Brainlabs
Oct 2025 – Present · Mexico City

Leads the agency's end-to-end operations across Latin America, with full accountability for P&L, commercial strategy, product development, and talent management. Oversees multidisciplinary teams across multiple markets, driving growth, operational excellence, and innovation for leading global brands.

- Revenue growth of 70%+ year over year across LATAM markets
- First time achieving positive EBITDA for the region
- Drives operational excellence and innovation across cross-functional, multicultural teams

Chief Growth Officer Latin America | Brainlabs
July 2024 – Sep 2025 · Mexico City

Drove significant business growth and expansion across the region, developing and executing data-driven strategies tailored to Latin America's unique market dynamics.

- Led P&L alignment with accurate forecasting, growth projections, and actionable revenue strategies
- Implemented CRM systems (HubSpot) integrated with management tools for streamlined pipeline tracking and reporting
- Managed high-performing teams across Mexico and Brazil, exceeding growth, revenue, and EBITDA targets

CEO – Mexico | GroupM (WPP Media)
Apr 2021 – Feb 2023 · Mexico City

Led the transformation of GroupM's largest operation in Latin America, managing 700+ employees and a portfolio of 120+ clients.

- Navigated regulatory changes: successfully transitioned product portfolio and business models in response to the 2021 advertising transparency law
- Launched three key business units: Digital Out of Home, GroupM Premium Supply, and E-Commerce
- Delivered sustained net sales growth and profit margin expansion through optimized media investment management

Chief Digital Officer & Managing Director Interaction, Latin America | GroupM
Sep 2012 – Mar 2021 · Miami · Mexico City

Combined role spanning digital transformation leadership and regional media investment operations across Latin America.

- Championed digital best practices and built new digital media products — leading a 120+ person team in real-time media investment, pioneering programmatic buying, and driving revenue growth across Latin America.
- Guided Fortune 100 and leading regional brands through complex digital marketing landscapes via thought leadership and digital maturity programs.
- Founded INCA Latam (GroupM's Influencer Marketing Platform) and deployed Xaxis (GroupM's Audience Buying Solution) across Colombia, Mexico, Chile, and Argentina.

Earlier:

- Digital Sales Product Director, El Tiempo Casa Editorial (Feb 2012 - Sep 2012).
- Country Manager, Havas Digital Colombia (May 2008 – May 2011).
- Managing Director & Media Director, Tribal DDB Colombia (Aug 2002 – Apr 2008).
- Co-founder and Managing Director, Pisapapel.com (Jul 1998 – May 2002).