

RODRIGO PIFFER LEMOS

Builder, Operator & Communicator

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Intro

Business and communications leader with 10+ years of experience across marketing, B2B, media, technology and entrepreneurship. Currently focused on helping leaders and organizations understand how AI is transforming work and how companies can adopt it effectively. Built businesses and learning initiatives serving major Brazilian companies and created a media platform reaching 120,000+ professionals, from analysts to C-level executives. Experienced in translating complex ideas into compelling business narratives, engaging senior leaders and customers, and building new initiatives at the intersection of technology, business and the future of work.

Experience

BETTER WORK (São Paulo, Brasil, 04/2025 - Present)

Founder

I built Better Work, a media, education, community and B2B platform focused on the future of work, leadership and enterprise AI adoption.

- Built a career media platform (newsletter) reaching 130,000+ professionals, from analysts to C-level executives, translating complex shifts in AI, business and work into clear and actionable narratives.
 - Built and delivered learning experiences for 900+ professionals, connecting emerging leaders with CEOs, executives and senior operators from leading companies.
 - Developed B2B programs helping organizations move from AI awareness to practical adoption, combining executive education, workforce training and hands-on applications of AI to real business workflows.
 - Built Better Work's content, education, community and go-to-market strategy from scratch, including editorial positioning, learning products, corporate offerings, commercial materials, acquisition channels and partnerships.
 - Created an audience-first content engine around AI, leadership and the future of work, turning research, executive conversations and emerging technology into relevant business narratives for professionals and decision-makers.
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LINK SCHOOL OF BUSINESS (São Paulo, Brasil, 04/2020 - 04/2025 as Executive, but I am still a Partner)

Founding Team Member and Head of Link Ventures

I joined Link School's founding team and helped build the institution from its early stages, contributing across education, entrepreneurship and new business initiatives.

- Helped design and teach the People Skills curriculum during the school's first four semesters, translating leadership, communication and professional development concepts into practical learning experiences.
 - Founded and led Link Ventures, building the venture capital and startup acceleration operation from scratch and helping raise R\$5M+ into early-stage companies founded by our Undergrad and MBA students, managing relationship with high network individuals and institutions interested in investing.
 - Led startup sourcing, evaluation and mentorship, working alongside founders and the investment committee on investment decisions and portfolio development.
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ESCOLA ZAX (Campinas, Brasil, 08/2019 - 12/2021, for 8 months alongside Link School in my "5 to 9")

Founder

I built a B2C pivoted to B2B learning company focused on developing future and emerging leaders.

- Designed a 30-hour active-learning program combining emotional management and productivity.
 - Trained hundreds of employees across leading companies including iFood, Mercado Livre, Heineken, Globo, Johnson & Johnson, Santander, Itaú, Ambev, P&G, Klabin and 3M.
 - Led program development, corporate sales, client relationships and delivery from the ground up.
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BH1 EVENTOS (Campinas, Brasil, 07/2014 - 07/2020)

Founder

I co-founded and built an entertainment and events group comprising four brands: Beleza Pura, Agência Nato, BH1 Eventos and Cena Rock n Roll.

- Produced 40+ live events reaching 70,000+ attendees, building recurring audience experiences across Campinas and the surrounding region.
 - Helped build and scale the group from the ground up, spanning brand development, marketing and customer acquisition strategy, event production and end-to-end execution.
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BRF (São Paulo, Brasil, 09/2016 - 02/2018)

Merchandising Team Manager (09/2017 - 02/2018)

- Led a team of 28 merchandising professionals across 18 stores of Atacadão, BRF's largest client, throughout the state of São Paulo.
- Managed a distributed frontline team responsible for execution across one of the company's most important customer relationships.

Sales Team Manager (09/2016 - 09/2017)

- Led a team of 10 sales professionals across 60+ cities in the state of São Paulo.
 - Managed a geographically distributed commercial operation, coordinating people and execution across a large territory.
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3M (Campinas & São Paulo, Brasil, 01/2015 - 08/2016)

Key Account Executive (01/2016 - 08/2016)

- Managed sales and marketing negotiations for 3M's Consumer Health Care division with major national retailers, including Drogaria São Paulo, Drogaria Onofre, Extrafarma and Walmart's operations in Northeast Brazil.

Trainee (01/2015 - 12/2015)

- Led cross-functional projects across Marketing, Sales, Quality Assurance and Logistics using Lean Six Sigma methodology, earning a Lean Six Sigma Green Belt certification.
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Education

Unitá Faculdade: Postgraduate Degree, Neuroscience applied to Education (São Paulo, Brasil, 03/2021 - 08/2022)

FACAMP: Bachelor's Degree, Marketing (Campinas, Brasil, 2010-2013)

Certifications

Pre-Seed Acceleration Program Graduate @ Founder Institute (2018)

Lean Six Sigma Green Belt (2015)

Languages

Portuguese: Native

English: Bilingual

German: Intermediate