

# Diego Dalmaso

Business leader experienced in creating and scaling digital products & services across Latin America. Operates at the intersection of business, technology, and customer experience, translating strategy into vision, execution, and measurable growth. As a leader, combines systems thinking, disciplined experimentation, and delivery, ensuring client value and business results move together.

## Work Experience

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### 2026 - Now **Konq Consórcios** Head of Digital Strategy & Business Design

- Founding team of Konq, a fintech in Brazilian consortium market. Currently building the business from scratch, experimenting and learning what an AI-native operation looks like.

### 2022 - 2026 **BRQ (former Weme)** 2025 - 2026 Head of Product & Design Strategy

- Conceived and led a new digital product for a major corporate benefits company, from value proposition to go-to-market plan. Scheduled for launch in Q3 2026, the product is projected to become the primary growth driver for mid-market B2B clients.
- Led part of the organizational integration between a design consultancy and a large technology group, by preserving cultural identity, team motivation and operational excellence while ensuring adherence to new corporate standards.
- Designed and led new business lines in agentic AI, CX strategy and growth marketing to diversify revenue streams and strengthen strategic partnerships.
- Led team of product managers, service and product designers, researchers, marketing experts and business analysts, aligning business, customers, and technology priorities.

### 2024 - 2025 Product & Design Strategy Manager

- Enabled the scale of operations in digital product consultancy services, growing from 1 to 6 mid-level leaders, by redesigning and implementing a new operational model that strengthened technical excellence and delivery consistency.
- Delivered several projects together with Visa Consulting and Analytics, supporting banking institutions on challenges related to digital onboarding, user research and internal processes. Also, directly supported Visa on go to market strategy for data monetization products.

### 2022 - 2024 Design Lead

- Defined and delivered business transformation, product and service strategy and implementation roadmaps for pharmaceutical industry Novo Nordisk across four Latin American markets, focused on medical engagement and patient experience.
- Drove 147% revenue growth in a single client by becoming a trusted advisor for Novo Nordisk, mentoring multidisciplinary teams and institutionalizing knowledge sharing. The company turned to be the 2<sup>nd</sup> biggest client of the consultancy on 2023 and 2024.

### 2020 - 2022 **Ioasys** Service Design & Strategy Lead

- Led strategic design and customer-centric transformation projects, from research to roadmap, across multiple industries, including energy, retail, and consumer goods.
- Enabled 40 to 1,000 B2B clients scalability for Raízen's renewable energy platform, by leading end-to-end digital product design, simplifying a complex acquisition process in a highly regulated market.
- Delivered customer-insight projects for Burger King and Havaianas, applying data-driven research to define experience and product direction for brand growth.
- Recognized as a technical reference in service and strategic design; founded the design guild to elevate the team's technical excellence and consistency.

### 2017 - 2020 **Arco Hub de Inovação** Design Strategist & Facilitator

- Designed and facilitated corporate transformation programs, focused on developing innovation culture within large organizations (e.g., Bradesco Bank), enabling executives and teams to work collaboratively and creatively toward digital transformation.

### 2016 - 2017 **Moleskine (A&S Importadora) - Marketing Manager**

### 2012 - 2015 **Ovelha Negra Studio - Strategic Communication Planner**

### 2010 - 2010 **Oficina de Criação (UFPA) - Graphic Design Intern**

## Contacts

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## Education

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**Executive MBA**  
IESE Business School / ISE  
2024-2026, São Paulo - Brazil

**Design Strategy & Innovation, Specialization**  
Istituto Europeo di Design  
2019-2021, São Paulo - Brazil

**Innovation Strategies and Entrepreneurship, Master of Arts**  
Istituto Europeo di Design  
2016-2016, Barcelona - Spain

**Social Communications, Bachelor Degree**  
Universidade Federal do Pará  
2009-2013, Belém - Brazil

## Languages

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Portuguese, native

English, advanced

Spanish, advanced

## Merits

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Iberoamerican Santander Universities Scholarship for academic merits, 2012

Winner of Bookman University Design Award, 2012

6-times winner of Expocom Prize, by Brazilian Society of Interdisciplinary Studies in Communication, 2010 - 2011