



Alexander Pineda

Chief Creative Officer
FCB Dubai

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Experience:

FCB	Chief Creative Officer	2025 - Present	FCB Dubai , United Arab Emirates.
TBWA\	Chief Creative Officer	2023 - 2025	TBWA\Helsinki , Finland.
TBWA\	Executive Creative Director Creative Director Associate Creative Director	2021 - 2023 2018 - 2020 2014 - 2017	TBWA\Dubai , United Arab Emirates. TBWA\Dubai , United Arab Emirates. TBWA\Dubai , United Arab Emirates.
	Copywriter - Digital Leader	2011 - 2013	DDB Bogotá, Colombia.
T4	Creative	2003 - 2009	TEAM 4 , Bogotá, Colombia.

About me...

Born in Bogotá, Colombia.
English & Spanish speaker.
Crazy about football.
Museum hunter.

Traveler: 5 continents, 97 countries, a lot of cities and thousands of pictures.

Comic book artist - writer and illustrator - creator of the series 'EL DORADO Myths & Legends':
<https://www.comicseldorado.com/>

In love with creativity and 100% sure that if you do things with your soul, there is no way to be wrong.

Education:

Master Gunners 2019.
TBWA\ Worldwide Leadership Coaching, Barcelona, Spain.

Facebook Camp Training, 2018.
Facebook Middle East HQ, Dubai, United Arab Emirates.

Google All-Stars Academy, 2017.
Google, Dubai, United Arab Emirates.

Masters in Creativity and Strategic Management, 2009.
Istituto Europeo di Design, Barcelona, Spain.

Specialization in Advertising, 2006 - 2007.
University of Bogotá 'Jorge Tadeo Lozano', Bogotá, Colombia.

Professional in Design, 2000 - 2004.
University of Bogotá 'Jorge Tadeo Lozano', Bogotá, Colombia.

Skills:

Creative leader and passionate motivator with two decades of experience in the advertising industry, leading regional and international accounts, winning new business from key global brands, and collecting trophies in all major creativity awards.

Bilingual leader with excellent negotiation and persuasion skills.
Keen ability to identify, strategize and solve complex problems by using creative thinking.
Compelling communicator at all levels, always seeking to support colleagues and team members' growth through mentorship.

Teaching & Speaker Experience:

Founder, partner and tutor at NOGMA Creativity School, one of the coolest creativity schools in Colombia and Latin America. More Info here: nogma.co/mentores/

NOGMA Creativity School, Bogotá, Colombia.
Brother Creativity School, Bogotá, Colombia.
Under Creativity School, Bogotá, Colombia.
University of Bogotá 'Jorge Tadeo Lozano', Bogotá, Colombia.
University 'Los Libertadores', Bogotá, Colombia.
University Externado, Bogotá, Colombia.
Chamber of Commerce of Bogotá.

Class: How to build case studies.
Class: Interactive Culture.
Class: Digital Creativity.
Class: Creativity and Advertising Campaigns.
Class: Creativity and Advertising Campaigns.
Class: Digital Creativity - Postgraduate Master in Digital Marketing
Class: Branding.

Awards and Recognitions:

Awarded in Cannes Lions, D&AD, One Show, Clio, Dubai Lynx, LIA London International Awards, Eurobest, New York Festivals, WARC, Loeries, Webby Awards, Effies, Epica, Cresta, MADStars, Ojo De Iberoamérica, Festival El Dorado, Cannes Young Lions Colombia and Lápis de Acero (National Design Award of Colombia).

Selected as 'Associate Creative Director of the Year' MENA region, by the Black&White Report in 2018; and the number 1 copywriter in the United Arab Emirates by Lürzer's Archive in 2018, 2019, 2020, 2021, and 2022.

	GP	GOLD	SILVER	BRONZE	OTHER*
		1	4	6	10
		1		1	7
				1	9
	9	10	23	32	
			6	4	
			2	1	
	2	3	3	11	
		3	3	3	8
		6	4	7	
	1	2		1	

*Shortlisted, Merit, Finalist Award

New Business and Pitches:

Agencies can't live by awards alone, so... Find below a list of **new business** that I have pitched (and won):



Network & Agency Achievements

Finland Agency of the Year 2025 - OMD Ranking
 Finland Agency of the Year 2024 - OMD Ranking
 Best Network Middle East & Africa - Campaign 2022 / 2023.
 TBWA Worldwide - Agency Network of the Year - AdAge 2022.
 Most Innovative in Advertising MENA - FastCompany 2022.
 No. 1 Agency TBWA Network - Effie's Index 2021 / 22.
 No. 1 Agency TBWA Network - The Drum 2022.
 Most Awarded Agency MENA - The Drum 2022.
 TBWA Worldwide - Global Agency of the Year - AdWeek 2021.
 Top 10 Best and Bravest agencies - Contagious 2018.
 Agency of the Year - Dubai Lynx 2018.
 Network of the Year - Dubai Lynx 2018.

Juror Duty & Speaker

MadStars, Final Jury, 2026.
 Cannes Young Lions UAE, 2026.
 Ojo de Iberoamérica Jury, 2025.
 LBB Immortal Awards, MENA Jury, 2025.
 Cannes Young Lions Finland, Head of Jury, 2025.
 Cannes Young Lions Finland, 2024.
 New York Festivals, Grand Jury, 2023.
 The ANDYs, MENA Jury, 2022.
 Cannes Lions, Shortlist Jury, 2021.
 The Loeries, Creative Week Speaker, 2020.
 New York Festivals, Global Awards Jury, 2019.

