

Arturo Nuñez

Biography

Arturo Nuñez has been one of America's most important creative executives for the past 30 years. He has led global marketing efforts for some of the world's most iconic brands, such as Apple, Nike, NBA, Diageo, Colgate and PepsiCo, and created global campaigns for a pantheon of world class athletes. He is currently the Chief Marketing Officer at NuBank, the world's largest independent digital bank, where he runs NuBank's global marketing efforts (currently in Brazil, Mexico, and Colombia). He is the former Founder/CEO of AIE Creative, a company created to provide immersive experiences to a highly curated selection of brands looking for unique ways to connect with diverse customers. Nuñez was previously Head of Marketing for Latin America for Apple Inc. He joined Apple in October 2014, and was responsible for marketing communications, corporate communications, product marketing, education content, enterprise marketing and developer relations across all 38 countries in Latin America and the Caribbean, with special focus on Brasil, Mexico, Colombia, and Chile.

In 2012, Nuñez became Vice President, Global Marketing for Nike Basketball and was responsible for driving Nike's global marketing strategies, communications, public relations, events, retail, digital, E-commerce and creative strategies. He developed the campaigns and branding for LeBron James, Kobe Bryant, Kevin Durant, Kyrie Irving and Paul George. Previously, Arturo served as Vice President, Marketing for Nike's emerging markets. Before coming to Nike, Arturo Nuñez spent seven years at the NBA, working his way from Marketing Director of Consumer Products for the Latin America office to Vice President and Managing Director of Latin America and the U.S. Hispanic market. Nuñez has also held a variety of marketing roles for leading companies like Diageo (Louis Vuitton, Moët Hennessy and United Distillers JV), Colgate Palmolive (U.S. and Costa Rica) and PepsiCo Restaurants International (Caribbean and Central America).

Arturo sits on the boards of the Miami Underline, the Playing For Change Foundation, and the Nyah Project. A native of Harlem, New York and son of Venezuelan and Cuban parents, he attended Florida A&M University, where he studied Business Administration and Economics. He is fluent in English, Spanish and Portuguese and resides in Pinecrest, Florida, with his wife Ana, son Marcelo and daughter Karina. He is co-owner of Dante's HiFi – Miami's first Vinyl Listening Lounge and a partner at Chulita Mexican Restaurant in Venice, California. In his spare time, he collects art, DJ's and is a member of a number of groups with the mission of helping others realize their dreams. These include Summit Series, Conversations in the Park, Clubhouse, and the New Fania Collective. Most recently, Arturo was recognized by Advertising Week LATAM as one of the most influential marketing leaders in Latin America.

