



Marcel Sacco

Global VP New Business & Innovation at BRF

Headquartered in Brazil, BRF is one of the largest food companies in the world, doing business in 130 countries with 3,000 brands and 100,000 employees. At BRF, Marcel Sacco is a top executive in marketing, innovation and developing new global business.

Before BRF, Sacco built his managerial and international marketing skills at The Hershey Company as VP GM Brazil & Latam & South America. He also partnered as CEO at Holding Clube, a leading marketing group, where he developed winning strategies for major global clients. In over 30 different countries, Sacco has headed a variety of

marketing teams for Cadbury, Parmalat, Bauducco and Telefónica among others. Currently, Sacco is an active board member at FARMAX, a Brazilian pharmaceutical company, and he is also a board member at NGO Gerando Falcões, who work with children in need.

Sacco has collected many degrees starting with his undergraduate degree in economics from the University of São Paulo, a marketing degree from Escola Superior de Propaganda e Marketing (ESPM), plus other certificates and degrees from Fundação Getúlio Vargas (FGV) and Fundação Dom Cabral (FDC) in Brazil. Marcel also holds a handful of international degrees such as an IMD in Switzerland, INSEAD in France and the Institute for Creative Leadership in San Diego, California.