

DOMINGOS PICARETA

BRAND BUILDER & BUSINESS INNOVATOR

CONNECTING CREATIVITY & STRATEGY WITH
BUSINESS IMPACT



**"MORE THAN BUILDING STRATEGIES AND BRANDS,
I CREATE EXPERIENCES THAT TELL STORIES,
INSPIRE PEOPLE, AND DRIVE BUSINESS."**

Brand creator and entrepreneur, with a strategic and transversal perspective on what moves people and businesses.

Over the past 30 years, I've designed marketing, media, and branding strategies for some of the most demanding sectors – telecommunications, automotive, FMCG, tourism, healthcare, lifestyle – both as an executive in multinational agencies and through my own brands and ventures.

Since 2013, as founder of WB Consulting and the brand Everyday Is Sunday®, I have deepened my personal mission: to develop soulful brands and ventures that combine real impact, strategic rigor, and commercial relevance.

I bring a blend of structured creativity, strategic vision, and hands-on experience in launching and scaling projects – through a business design approach grounded in communication.

Driven by strong professional ethics, creative thinking focused on results, and a deep understanding of human experience at the heart of business.

Today, I know my purpose: to contribute to organizations that seek more than financial results and high-performing teams – those committed to meaning, authentic cultures, and the design of new futures. I bring vision, creativity, and strategic maturity, helping companies become living brands – relevant, resonant, and inspiring.

Domingos Picareta.



Contacts at:
DomingosPicareta.pt

53 years old. Degree in Advertising & Marketing (IADE)
Certified Trainer (Portugal - IEFPP)
Founder & Managing Director at WB Consulting
Founder & Managing Director at Everyday Is Sunday®



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ENTREPRENEURIAL EXPERIENCE

EVERYDAY IS SUNDAY®

FOUNDER & MANAGING DIRECTOR
FEB./2023 - PRESENT | EUROPEAN UNION



A Portuguese brand with a bold vision to inspire a global lifestyle rooted in creativity, sustainability, conscious living, and meaningful human connection.

Registered with EUIPO in 5 Classes: 25, 28, 39, 41 and 43

WB CONSULTING

FOUNDER & MANAGING DIRECTOR
APR./2013 - PRESENT | PORTUGAL



Bespoke consultancy for brand and business strategy. Supports companies and projects in developing distinctive brand strategies, with a focus on: Brand Architecture · Business Strategy · Experience Design · Integrated Marketing & Communication · International Development & Procurement · Corporate Storytelling

BABY LIFE®

FOUNDER & MANAGING DIRECTOR
AUG./2008 - DEC./2012 | EUROPEAN UNION



Created the first European brand offering Complete Services for Motherhood and Early Childhood – combining conventional medicine with ancient therapeutic practices, in a highly personalized client experience.

Registered with EUIPO in 8 Classes: 10, 12, 16, 18, 20, 25, 43 & 44

EXECUTIVE EXPERIENCE

1995 - 2013

Over nearly 20 years, I built a solid career in advertising and media, working at both national and multinational agencies including Z. Publicidade, Publicis, FCB - Foote Cone & Belding, and N-Media. I took on responsibilities in marketing strategy, team leadership, international negotiation, and new business development. I led digital transformation initiatives, establishing online media departments, and collaborated with multidisciplinary teams, developing a global and integrated view of the brand ecosystem.

PERSONAL TRAITS

- Global and strategic vision.
- Creativity applied to real-world business.
- Ability to build and lead brands from scratch.
- Resilience and adaptability.
- Focus on creating both emotional and commercial impact.
- Ethics, commitment, and human-centered leadership.

DISTINCTIVE COMPETENCIES

Strategy & Vision

- Business Strategy
- Brand Architecture
- Innovation & New Business Development
- Corporate Storytelling

Applied Creativity

- Advertising & Media
- Brand Experience Design
- Creative Leadership
- Impactful Brand Narratives

Management & Leadership

- Team & Project Management
- Collaborative Leadership
- Talent Development

Business & Impact

- International Development
- Global Procurement & Negotiation
- Digital & Integrated Marketing
- Premium Experience Development (Tourism, Lifestyle, Luxury)



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