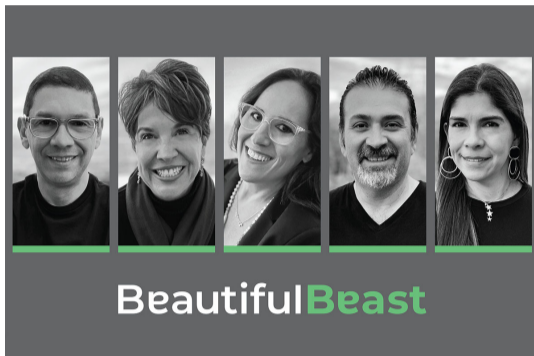
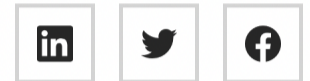


Aldo Quevedo, Flor Leibaschoff and Salma Gottfried Launch the Cross-Cultural Agency BeautifulBeast

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As a natural continuation of their successful careers in advertising, the three veterans join forces to establish an independent entity with operations in Dallas and Miami.

“BeautifulBeast was born amid the pandemic, so flexibility is a fundamental part of our DNA in every way.

The world has changed, and we decided that this was the best time to launch because clients and talent are demanding a new way of working,” expressed Aldo Quevedo, the CEO and Creative Chairman of the new company.

“Creative excellence is essential to us, and our flexible model allows us to collaborate with the best talent around the world. We already have projects for different brands that offer much creative potential. In addition, we are fortunate to start with clients who believe in us, in the power of ideas and the philosophy behind BeautifulBeast,” added Flor Leibaschoff, founding partner and Chief Creative Officer.

“The agency’s name represents the balance between the beauty of a great idea and the ‘beast’ that Big Data can represent. When you can handle all the available information and turn it into insights, mindsets, and behaviors, you will get impressive results,” added Salma Gottfried, founding partner and VP of Brand Leadership.

Information strategy and analysis are a fundamental part of BeautifulBeast. Mauricio Del Castillo, Chief Digital Strategist and founding partner, brings 15 years of experience managing successful programs for 3M, Lipton, and Boeing. “The idea of forming this new company seemed very attractive to me. Nothing is more powerful than generating big ideas from raw data and accurately interpreting insights, audiences, and behaviors. Let’s say I’m in charge of taming that beast Salma is referring to. Also, being part of this group with Salma, Flor, and Aldo is the dream of many in the industry.

“We believe in the power of collaboration between companies. That is the best way to benefit our clients. Our experience in the world of advertising has shown us that beautiful results occur when the best talent in each discipline is involved, everyone coming to the table willing to work shoulder to shoulder for the good of each project,” Leibaschoff assured.

Other fundamental pillars of the agency are strategic knowledge and cultural insights to create programs that deeply connect with audiences. “The agency has a group of Strategic Planners, who will be assigned to each project, capitalizing on their areas of expertise,” Gottfried added.

“Personally, there is an additional excitement in the launch of this new agency because it allows me to work with my sister Nury. She is our Director of Finance and Human Resources, bringing many years of experience in the area. I can’t think of anyone better for this responsibility. In addition, she was always the most organized of the entire family,” Quevedo added.

Although BeautifulBeast begins operations in 2022, Quevedo, Leibaschoff, and Gottfried have worked together for more than two decades, being a crucial part of the success and growth at Dieste and more recently LERMA/, two of the most important multicultural agencies in the country.

“We are very excited about the launch of BeautifulBeast, and we want to thank Pete Lerma for the unconditional support he has given us. We hope to continue collaborating,” Quevedo concluded.

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