



## **Lipsio Carvalho, CEO Beatnik & Sons**

### **Morning Session: Startup Visa Program**

Lipsio is a digital marketing specialist who has combined a love for technology with his experience as a Creative Director in big ad agencies to build his entrepreneurial path. He is the founder and CEO of Beatnik & Sons, an ethical DTC fashion brand that manufactures luxury leather backpacks with offices in Brazil and Canada as well as Paso, a creative boutique, specializing in brand building and creative executions based of Brazil.

He worked as Creative Director at several in-house agencies as well as in top tier ad agencies in Brazil and the US. Creativity was also crucial to his work as a Marketing Director and Manager, building strong brands in the Blockchain, finance, news media, and education industries.