



RDLB.NYC
RICARDO DE LA BLANCA



STRATEGY,
CREATIVITY &
IMPLEMENTATION





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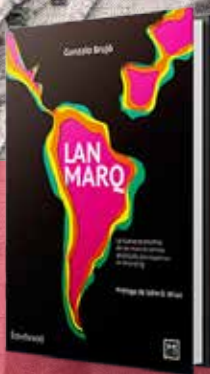




PRESS

In the company of his dear friend Eva Gustavsson, Managing Director of Jarl Hjalmarson Foundation of Sweden, enjoying a dinner in the Presidential Palace of South Korea.





Collaborator of the latest global edition of the new Interbrand Book: “LANMARQ: La Nueva Economía De Las Marcas Latinas”, acknowledged globally as one of its kind in branding discipline. Ricardo De La Blanca wrote a chapter regarding top Venezuelan brands.



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INTERNATIONAL COMMUNICATION, A SPACE PROJECTION OF TOTAL BUSINESS COMMUNICATION.

UNIVERSITÀ CATTOLICA DEL SACRO CUORE

Ricardo collaborated with The Università Cattolica del Sacro Cuore in the book "International Communication", a space projection of total business communication. Written for the International Masters Program in Corporate Communication.



You are welcome to
download the Book.





INTERNATIONAL DEMOCRAT UNION

BEING COMMITTED
TO ADVANCING THE SOCIAL AND
POLITICAL VALUES ON WHICH
DEMOCRATIC SOCIETIES ARE
FOUNDED.

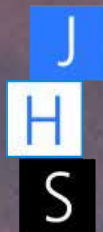
The International Democrat Union (IDU) is a center-right international alliance of conservative, Christian democratic and liberal-conservative political parties. Headquartered in Oslo, Norway, the IDU comprises 54 full members.

The IDU provides a forum in which political parties holding similar beliefs can come together and exchange views on matters of policy and organisational interest. From this, they act cooperatively, establish contacts, and





JARL
HJALMARSON
FOUNDATION



FREEDOM, DEMOCRACY AND MARKET ECONOMY.

Founded after the fall of the Berlin wall and the iron curtain, the Jarl Hjalmarson Foundation aims to promote co-operation and European development based on freedom, democracy and market economy.

Founded after the fall of the Berlin wall and the iron curtain, the Jarl Hjalmarson Foundation aims to promote co-operation and European development based on freedom, democracy and market economy. This is done



Watch
the video.





YPO

YOUNG PRESIDENTS' ORGANIZATION

THE WORLD'S PREMIER PEER
NETWORK OF CHIEF EXECUTIVES
AND BUSINESS LEADERS.

YPO connects you with successful young chief executives in a global network unlike any other.

YPO connects you with successful young chief executives in a global network unlike any other. Founded in 1950 in New York City by a young president named Ray Hickok, the organization unites approximately 20,000 business leaders in more than 120 countries around a shared mission: Better Leaders Through Education and





wynwood hub

Ricardo De La Blanca's idea of what an advertising agency should be today. Places inspire people. It might be a city, a neighborhood, a venue. (New York, Silicon Valley, CBGB)

There's a sense of belonging to such places that permeates through the work into the world to transcend the space and time.

Wynwood is our place. And this is our time.

Ask any creative around the world, "advertising is changing" they say. But agencies aren't.



SHOWCASE





NEURO- SCIENCE GOES MARKETING

The Urban Neuroscience (UN) approach and communication style.

UN is based on the extensive knowledge of the functions and structures of our brain and how they interact with the everyday life of people.

Thanks to UN thousands of people have a better relationship with important people in their life.





RIDING SUCCESS

Under the Leadership of Ricardo, DLB Group was born in 2002, an Advertising Agency that today works in the US, Europe, Asia and Latin America.

DLB Group is a true marketing service integrator that began from scratch in South America and had a worldwide growth in a short amount of time, working with prestigious multinational companies such as: Shell, Vodafone, Telefonica, Coca-Cola, Diageo, and many others.



You are welcome
to download the
Book.



He worked for his family's fashion empire, Tropicana while attending college. All of these experiences generated a big impact in his life, allowing him to become the management leader he is today.

After working for six years in the family business, he decided to start his own company: DLB Group, propelling it into a multinational company, employing over 200 associates in seven different countries and enhancing it from every angle. In 2016, Ricardo De La Blanca sold DLB Group to private investors and from then on has dedicated himself to what knows best, which is building brands, developing cultures, communications and companies around the world.

In 2012, De La Blanca became a member of the YPO (Young Presidents' Organization) and has also been participating in the HBS/YPO program in Harvard University. De La Blanca is recognized for his stability between strategy, numbers, execution, results, artistic creativity and beauty aesthetics.