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## **RODRIGO VALDES**

Mexican born, LA-based director Rodrigo Valdes strives to surprise the audience with his unique vision and elevated craft. Rodrigo covers all genres and styles; his work ranges from hilarious storytelling to visually powerful and modern spots.

Rodrigo studied cinema in New York and Mexico, but his real school has been producing and post-producing music videos and TV spots since he was 22 years old. At 23 years old, he co-founded The Maestros, which is now one of the top production companies in Latin America. Having received 3 Cannes Film Lions and a gold at Ciclope in the last two years as well as many other international awards, Rodrigo is one of Mexico's most relevant directors today.

He has worked for clients such as VW, Toyota, Coca Cola, Honda, Fiat, Gatorade, among others. His work for Toyota, Mezcal & North Face is filled with stunning, genre bending cinematic sequences, thrilling VFX gags and an affection for compelling, often hilarious performances. Fantastical scenarios feel right at home in his cinematic universe.

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