



Alexandre Lazarow, Principal, Omidyar Network

Alexandre invests across the Entrepreneurship and Financial Inclusion initiatives with a focus on Africa, Latin America, and Southeast Asia. He sources, executes, and manages for-profit investments and non-profit grants. Prior to joining Omidyar Network, Alexandre was a management consultant with McKinsey & Co.'s Brussels and Washington D.C. offices, focusing on the intersection of finance, economic development, and strategy. He served clients across Africa, the Middle East, Europe, and North America, in the private, public, and social sectors. Previously, Alexandre briefly worked as an analyst with the Bank of Canada's Financial Stability Department, focusing on financial regulation. Alexandre was also a summer associate with Bridges Ventures where he worked on various impact investing efforts. He began his career as an investment banker in the M&A department of the Royal Bank of Canada. Alexandre is a Kauffman Fellow, earned an MBA from Harvard Business School and is a Chartered Financial Analyst (CFA) charterholder. He has a bachelor of commerce in international business and finance from the University of Manitoba.



AMB. Pedro Borio, Consul General, Consulate General of Brazil in SF

Ambassador Borio has been a career diplomat since 1976. He was Head of Public Affairs at Embassy of Brazil, Washington, 1993-1998; Secretary of Brazilian Mission to UN, New York, 1983-1986; Advisory Office of the President, Brasilia, 1990-1992.



Anderson Thees, Managing Partner, Redpoint e.ventures

Anderson Thees is Managing Partner and co-founder of Redpoint e.ventures, the first Brazilian Venture Capital fund established in partnership with Silicon Valley firms. Redpoint e.ventures was created to bring to Brazil the best practices of venture investing developed over decades in the Valley, to help foster the nascent tech entrepreneurship ecosystem in the country and region. Previously, Anderson was the CEO of Apontador, the leading local search and geolocation company in Brazil. Prior to Apontador, Anderson was the Investment Principal of Naspers/MIH in charge of Latin America. Anderson started Naspers Internet presence in the region, and invested in leading companies, such as BuscaPe and Movile. Before that he was an investment officer at Eccelera, a local venture capital fund. Earlier in his career, he worked as a tech entrepreneur and software developer both in Brazil and Switzerland. Anderson is also a volunteer Venture Corp mentor at Endeavor since 2003, and board member of BayBrazil. Anderson earned a B.S. in Computer Engineering from Unicamp, a M.B.A. from Yale, and a S.E.P. from Stanford.



Antonio Colaco, Partner, Valor Capital Group

Mr. Colaco is a partner with Valor Capital Group. Prior to joining Valor, Mr. Colaco was at Google for 9 years serving in a wide range of capacities. He was most recently COO of Global Partnerships, supporting all of Google's partnerships. Previously, he established Google's India presence by founding operations in Hyderabad and grew its Latin American presence by launching offices and online AdWords operations in Brazil, Mexico, and Argentina. More recently, he headed the Reseller Channel for Asia-Pacific and LATAM and was the COO for the APAC and LATAM regions. Prior to joining Google, Mr. Colaco was in Business Development for Yahoo! Finance. Antonio also held roles at Goldman Sachs, Development Bank of Singapore, and CSC Healthcare. Mr. Colaco received his BSE, cum laude, from Princeton University, in Mechanical and Aerospace Engineering and a certificate in Public and International Affairs from the Woodrow Wilson School. He also has an MBA from the Harvard Business School.



Brian Feinstein, Partner, Bessemer Venture Partners

Brian Feinstein is a partner at BVP who focuses on enterprise software and consumer Internet, and oversees BVP's efforts in Brazil and Russia. Brian has been involved in the firm's investments in Clio, Enforta, Gainsight, Knewton, LiveAuctioneers, Mindbody, Playdom, Procore, United Capital, and Zoosk. He was a founder and partner at Opera New Media, an online advertising agency, and worked in the private equity group at Blackstone.



Carlos Kokron Vice President, Qualcomm and Managing Director, Qualcomm Ventures - Latam

Carlos Kokron (CK) is Vice President, Qualcomm and Managing Director for Qualcomm Ventures in Latin America, where he is investing in companies that aim to improve the lives of people and businesses leveraging the mobile Internet and the connected world. Kokron has been investing in start-ups and helping them grow since the Internet bubble. He has invested in companies such as Patagon.com (Santander), Spring Wireless (Goldman Sachs, NEA), Yavox (Movile), Navini Networks (Cisco), Alog Datacenters (Equinix), Senior Solution (BovespaMais), 99, Loggi, Ingresse, IguanaFix, Quinto Andar, Strider and WebRadar. Before Qualcomm Ventures he was a partner at Stratus Group responsible for its Growth Capital platform and was Managing Director for Intel Capital in LatAm and in the US for 7 years. Kokron has been an Endeavor mentor since 2001. Kokron holds a B.Sc. and M.Sc. in Chemical Engineering and has earned his M.B.A. from U.C. Berkeley.



Daniel Unger Ibri, Managing Partners, Mindset Ventures

Daniel Ibri has more than 10 years of experience as a venture capitalist, angel investor, international management consultant, M&A advisor and mentor for startups. Over the past 8 years Daniel has lead strategic planning, financial structuring, turnaround and M&A projects for SMEs in Brazil and mentored dozens of startups from across Brazil, USA and Europe. Daniel founded and managed GRID Investments, a successful Seed and Venture Capital Firm in Brazil, awarded in 2014 as Best VC Fund Manager by Microsoft / Spark Awards. Daniel also has executive experience and has worked as a trainer and professor for several Brazilian companies and universities. Currently, Daniel is the CEO of Acelera Partners and Founding Partner of Mindset Ventures, a Seed Fund based in the US that invests in American and Israeli Startups. Besides that, Daniel is also Mentor at Endeavor Brazil, Artemisia, ACE and Lisbon-Challenge, member of the Entrepreneurship, Innovation and Seed Capital Committee (CEICS-VC) of the Brazilian Association for Private Equity & Venture Capital (ABVCAP) and professor of entrepreneurship and finance courses at FIAP and INSPER. Daniel holds a bachelor in Business Management from FGV-EAESP, an MBA in Business Strategy and specialization in Venture Capital from Berkeley University. He also completed several postgraduate and executive courses in universities such as Rotman School of Management, Babson College, Harvard University, University of Texas at Austin, FGV-EDESP (Law School), FIA-USP and INSPER.



Daniel Izzo, Partner, Co-Funder and CEO, Vox Capital

Daniel is a partner, co-founder and CEO at Vox Capital, Brazil's pioneering and leading impact investing fund manager, listed for 5 consecutive years as one of the most relevant players on the impact investing space Worldwide by the Impact Assets 50 and subject of a Harvard Business School business case: "Vox Capital: Pioneering Impact Investing in Brazil". Daniel is a member of the Global Executive Committee at ANDE (Aspen Network of Development Entrepreneur), member of the Board at the Brazilian Social Finance Task Force, leader of the Impact Investing Working Group at ABVCAP (Brazilian Venture Capital and Private Equity Association), and a professor at the Impact Investing Executive Program at the Said Business School in Oxford.



Eric Acher, Co-Founder and Managing Partner, Monashees

Eric Acher is Co-Founder and Managing Partner at Monashees Capital, a technology Venture Capital firm founded in 2005 and based in São Paulo, Brazil. Eric serves on the boards of Conta Azul, Neoway, Enjoei, Oppa, VivaReal, EduK and Bidu, among other portfolio companies. Prior to founding Monashees Capital, Eric did VC investing in the U.S. and Latin America with General Atlantic, and strategy consultancy with McKinsey & Company. Eric received an MBA from Northwestern University's Kellogg School of Management, a Diploma in Business Administration from Fundação Getulio Vargas and a BA in Communications from ESPM.



Eric Save, Corporate/M&A Partner, KLG Gates

Eric Save is a corporate/M&A partner in the firm's San Francisco office and a member of the firm's Latin America practice. He has represented clients with respect to a broad range of matters in Mexico, Brazil and other parts of Latin America, including cross-border M&A transactions, joint ventures, venture capital investments, start-up company matters, investments in energy and mining projects, secured lending transactions, and the establishment or sourcing of operations in the region. He regularly drafts and negotiates agreements and other legal documents in Spanish and has collaborated with lawyers and business people throughout the region. He also represents Latin American founders, companies, funds and family offices with respect to their business ventures in the U.S. and in getting financing from U.S. or other international sources. In addition to this Latin American experience, Mr. Save has advised clients with respect to corporate and transactional matters in the U.S. and the other areas outside of Latin America, with a particular focus on private company M&A transactions and renewable energy projects, as well as licensing, manufacturing and other commercial transactions in the U.S. and abroad. He has handled transactions for clients in a variety of industries, including technology, financial services, venture capital, private equity, electrical power, oil & gas, infrastructure, commodities trading, consumer products, sports/entertainment, and wine & spirits.



Fernando Silva, Partner and Head, Bozano Investimentos

Partner and Head of Venture Capital at Bozano Investimentos, Fernando has a great expertise in management, strategy and entrepreneurship. Fernando is an enthusiast on emerging technologies and innovation, with a track record of over 40 venture capital investments as an angel investor or as a fund manager. He was CEO of BASEOi, the online gaming portal of the Telemar/Oi Group. He was also an investor at Opportunity Group and advisor for games, aerospace, biotech and communications industries at Axia Ventures from Argentina. Fernando was a board member at ABRAGAMES (Brazilian Game Companies Association) and executive manager at TecGames (game companies incubator at Genesis/PUC-Rio). Fernando was also invited by the Brazilian Government Funding Agency (Finep) to participate in the selection process of companies for its funding programs. Fernando has a Masters degree in Computer Science from the Federal University of Rio de Janeiro with a co-supervision of IMPA (National Institute of Pure and Applied Mathematics). Fernando also holds a B.Sc. in Mathematics from the same school. His research projects developed at COPPE/UFRJ and IMPA were awarded by the Brazilian Computer Society (SBC) and UNESCO.



**Flavio Feferman, Lecturer and Distinguished Teaching Fellow,
UC Berkeley, Haas School of Business**

Flavio Feferman has been a Lecturer and member of the Professional Faculty at the University of California-Berkeley, Haas School of Business, since the 2008 academic year. In 2014, he received the Earl F. Cheit Award for Excellence in Teaching. Feferman teaches courses on business, entrepreneurship, and innovation in developing countries, including "Business Strategies for Emerging Markets" and "Seminar in International Business" in the MBA program. On multiple occasions, he was recognized as "Club 6" faculty based on teaching evaluations. Feferman also serves as Faculty Lead for the UC-Haiti Initiative and Co-Director of the UC-Berkeley Lean Startup entrepreneurship training program in Brazil. Through his classes at Berkeley-Haas and the Lean Startup program, Feferman has advised numerous startups in the US and internationally. In 2016 Feferman published a book on Broadband Internet in Brazil (Banda Larga no Brasil). He was also a contributing author for a book on innovation regions (Global Clusters of Innovation), edited by Berkeley-Haas Professor Jerome Engel. Feferman is a frequent speaker in business, technology, and economic development conferences and events. Feferman is also president of Developing Markets Group (DMG), a consulting company that brings together business and technical experts (including other Berkeley faculty) to carry out applied consulting projects in developing countries, with a special focus on Latin America and Brazil. During his 25 years of professional experience in business and economic development, Feferman directed several international projects for organizations such as the World Bank, the Inter-American Development Bank, and the U.S. Trade and Development Agency, as well as projects for corporations, private investors, and non-profit organizations. Feferman is graduate of Stanford University and UC Berkeley, with post-graduate degrees in Business and Economics. He is a dual citizen of the US and Brazil and resides in San Francisco, California, with his wife Deborah and daughters Tania (11) and Julia (10).



Humberto Matsuda, Partner, Performa Investimentos

Humberto Matsuda is the managing partner for Early Stage investments at Performa Investimentos. Humberto holds a MBA degree in Finance, Marketing and Investor Relations from Fundação Instituto de Pesquisas Contábeis, Atuariais e Financeiras (FIPECAFI) and a bachelor degree in Law from the Sao Paulo Estate University (Faculdade de Direito do Largo Sao Francisco – USP). Currently, he is a Board Member at the ABVCAP (Brazilian Venture Capital Association) as well at other companies, and is a mentor at several acceleration programs in Brazil, other Latin American countries and also in the US. Since 2007 he focuses on managing Venture Capital investments, in special, in innovation driven businesses.



Jackie Hyland, Director, Silicon Valley Bank

Jackie Hyland is a Director on Silicon Valley Bank's Global Gateway team, which was established to work with innovation companies and their investors in international and emerging technology-focused markets. Leveraging her years of experience in Latin America, Jackie handles business development and manages SVB client relationships with venture capital investors and entrepreneurs in the region. Jackie joined SVB after leading deal activity and portfolio engagement in Latin America as an investment associate with Accion Venture Lab. Jackie has also worked at Compass Group Asset Management in Mexico City where she was part of the real estate private equity team, and Angel Ventures Mexico as a Fulbright Binational Business Scholar, where she managed deal analysis and strategic entrepreneurial initiatives with the local entrepreneurial ecosystem. Jackie founded a women's entrepreneurial mentoring program in Panama in partnership with Vital Voices and the U.S. State Department's Pathways to Prosperity in the Americas initiative. Jackie holds a bachelor of arts in international relations and journalism from Baylor University and a graduate certificate in business from the Instituto Tecnológico Autónomo de México (ITAM).



Julie Ruvolo, Director of Ventures Capital, LAVCA

Julie Ruvolo is Director of Venture Capital at LAVCA where she manages venture investor relationships in Latin America and globally, and oversees venture-related educational programs and digital content. Prior to joining LAVCA, Julie covered tech and innovation in Brazil as a journalist for TechCrunch, Fusion, BuzzFeed, GOOD Magazine, Advertising Age, and The Atlantic's CityLab.com. Until 2010, she served as COO of Solvate, a venture-backed startup she co-founded to provide startups on-demand access to exceptional talent. Julie started her career at Sequoia-backed advertising network AdBrite, pioneering relationships with agencies and brand advertisers, and served as the Director of Advertising for DivX, a video technology company. She received her B.A. in Cultural and Social Anthropology from Stanford University in 2004 with honors distinction for research conducted in Rio de Janeiro.



Leopoldo Schipmann, Investor Director, Cventures

Leopoldo Schipmann is economist graduated from the University of Brasília. He holds a Master's degree in Environmental Economics from the same university and MBA from FGV-SP. He has over 10 years of relevant experience in corporate finance. Since 2015 he has been in charge of Cventures, acting as investment director. Previous experiences include private equity funds and M&A.



Luis Bacalao, Assistant General Counsel, Khosla Ventures

Luis Bacalao is currently Assistant General Counsel at Khosla Ventures where he oversees legal matters for the funds' investments and portfolio companies and counsels the partnership on a wide range of legal matters. Prior to joining KV, Luis was an Associate in the Corporate Group of Fenwick & West LLP, a Silicon Valley law firm and began his career in the Derivatives and Structured Products group of Davis Polk & Wardwell LLP in New York. He is a graduate of Columbia Law School and Cornell University.



Marcel Martins Malczewski, President of the Board of Directors, M3 Investimentos

Marcel Martins Malczewski was born in 1964 in Parana State. Graduated in Electrical Engineering from the Federal University of Paraná (1986), Master of Science in Industrial Computing industry by Paraná CEFET (1989) and Post-degree in Management from Harvard Business School in the United States (OPM 2004). He was a Professor and Coordinator of Computer Engineering Course at the Catholic University of Parana. Founder of Bematech SA (former BOVESPA BEMA3) in 1990. Was a director and member of the Board of Directors of Cia until early 2001, when he became its first CEO. He held the position of CEO until the end of 2009 when he left the position to take over the Presidency of the Board of Directors.



Pat Burtis, Partner, Amadeus

Pat Burtis joined Amadeus in 2006 and is a Partner in Amadeus' San Francisco office. He invests in high tech companies globally, with a focus on Latin America and the US. Pat's sector interests include fintech, edtech, digital media, and cleantech. He currently serves on the Boards of Bidu, Descomplica, GreenRoad, and Magnetic Media. He has also worked closely with Transmode (TRMO.ST), Tobii (TOBII.ST), Optos (LON:OPTS), ClickTale, and Glysure. In 2010-2011, Pat served as interim CEO and CFO at GreenRoad. Pat began his career with five years in Bain & Co's Boston office. From 1997-2004, Pat was an independent consultant in the cleantech, high tech, health care, and materials fields. Additional past roles include

Director of Finance and Operations for H2onsite, a hydrogen generation start-up, and Practice Area Fellow at McKinsey & Co. Pat holds a BA from Dartmouth College and a Masters of Environmental Management from the Yale School of Forestry and Environmental Studies. He is a Kauffman Fellow (Class 11).



Patrick Arippol, Director, DGF Investments

Patrick is a Director at DGF Investimentos, where he leads acquisition sourcing, negotiation, and portfolio management activities for the DGF Venture group. Over the past 16 years, he specialized in building and investing in high-growth innovative companies. Before DGF, Patrick launched and managed an investment fund based in Silicon Valley, Delphis Capital, which focused in software, Internet, business services, and healthcare companies. Earlier, he co-founded and built 3 startups, including a California-based mobile payment technology company, and a leading Brazil-based provider of healthcare authorization/eligibility services (acquired by Tivit). Patrick began his career consulting for multinationals at Seer Technologies and the Monitor Company. He has a BS in Systems Engineering from the University of Pennsylvania and an MBA from Stanford.



Piero Contezini, CEO, ASAAS

Self-taught professional, started his career at 16 in information security consulting, working with vuln-dev and penetration testing. He founded one of the first Brazilian companies in the sector and at 19 sold it to a larger group going to work with them as their main consultant for larger companies. At 21 was hired as the team leader to develop technology for the gambling industry heading the efforts in a new software and hardware platform including true random number generators and high availability communication protocols. At 24 founded Informant, a software development services company with a focus on the web, mobile, and embedded applications, later being responsible for the commercial operations of the company in São Paulo, working with companies like Mastercard and Rede Globo. Still in Informant, with the former founders, co-founded ContaAzul, the leader in SaaS accounting systems for SMBs in Brazil, accelerated by 500Startups in Silicon Valley. In 2013, created a second product in Informant called ASAAS, a fin-tech that focus on cash collection for individual entrepreneurs and small businesses. As ASAAS succeeded, in 2014 executed the second spin-off of Informant, becoming the CEO of ASAAS and ending his executive role in Informant. Today, besides being the CEO of ASAAS, he also acts as a small shareholder and technical advisor for GuiaBolso and investor in Motoboy.com.



Quinn Li, Vice President and Global head, Qualcomm Ventures

Quinn Li is Vice President & Global Head of Qualcomm Ventures. In this role, Quinn oversees Qualcomm's \$1 billion strategic venture investment portfolio of over 140 investments. He currently serves as a board member or observer in AMEC, Brain Corp, Enovix, OneWeb, Placemeter, RetailNext, Streetline, Tango, and Verve Wireless. Previously Quinn has led investments in A123 Systems (AONE), Consert (acquired by Landis+Gyr), InvenSense (INVN), PowerCloud Systems (acquired by Comcast), and Siimpel (acquired by Tessera). Prior to joining Qualcomm Ventures, Quinn held various engineering and management roles in the wireless industry. Most recently, he worked in product management and business development at IBM Systems and Technology Group. Previously, he spent several years in Broadcom and the wireless infrastructure group at Lucent Technologies. Quinn received his B.S., M.S. and Ph.D. in Electrical Engineering from Washington University in St. Louis, and his MBA from Cornell University Johnson Graduate School of Management.



Reinaldo Coelho, Founding-Partner, Triaxis Capital

Reinaldo Coelho is a founding-partner of Triaxis Capital. He has nearly 10 years of experience as Venture Capital fund manager and 7 years of experience with long-term credit financing. Reinaldo has evaluated over 2,000 enterprises and carried out advisory projects in over 120 companies in Brazil and in the USA in areas such as Strategic Management, Corporate Finance and M&A. He worked as a project manager at Geopier Global (Scotsdalle-AZ) and in Consulting projects at companies such as AT&T and Kollmorgen, in the USA. Reinaldo holds a PhD in Finance focused on Risk, Liquidity and Asset Pricing, a Master's degree in Economics, and a Master's degree in Industrial and System Engineering from Virginia Tech.



Robert Binder, CEO, Antera Gestão de Recursos

Robert E. Binder, US educated Brazilian economist with more than 40 years experience in capital markets, founder and CEO of Antera Gestão de Recursos (2005 to present), founder and first Executive Director of the Brazilian Venture Capital Association (2000/2004), entrepreneur who founded a market making company in BOVESPA (1995/1998) and a hotel management college in joint venture with a Swiss Institute (1998/2000). He was a partner in three different brokerage houses and was a founder of Agora CTVM (1994). As a corporate executive he was the CFO for Texaco Brazil (1985/1993) and VP Marketing at Chase Manhattan Bank (1974/1980). Since 1994 Binder is a CVM (Brazilian SEC) accredited fund manager. Presently he manages the Criatec Fund, pioneer seed capital fund in Latin America, and the Primatec Fund, early stage investment fund focused in incubators and technology parks. He is a founder and contributor to the Chair in Venture Capital at COPPEAD and a member of the Advisory Board, a member of the Seed Capital, Innovation and Entrepreneurism Committee at ABVCAP and is partnering with the Innovation Acceleration Group at UC Berkeley to implement the lean launch pad methodology in Brazil.



Robert Linton, Investors Relations, ABVCAP

Robert S. Linton is the founder of LCE Capital Advisory, a São Paulo-based boutique that provides international sales and investor relations services to Brazilian private equity and hedge fund managers. LCE is presently coordinating international investor relations for ABVCAP, the Brazilian Private Equity and Venture Capital Association. Robert has been working in Brazil since 1993 and has extensive experience in the sales and market development of local alternative asset funds, private equity and structured finance vehicles. He has held a number of senior positions in investment banks and alternative asset managers such as Banco Sul America (Executive Board Member), Rio Bravo Investimentos (International Sales and Distribution), Citibank/SN Crefisul (Senior Manager) and Deutsche Bank (Brazil team head Private Wealth Management). Robert has an International Executive MBA from the University of Pittsburgh - Katz School of Business, and two BA's from the University of Michigan.



Rodrigo Borges, Managing Partner and Co-Founder, DOMO Invest

Managing partner and co-founder at DOMO Invest. With over 19 years of experience developing, building, managing new businesses and M&A. Created and founded Buscapé in 1998. Directly involved in all investments rounds with Unibanco and Merrill Lynch (2000), Great Hill Partners (2005) and exit of US\$ 342MM to Naspers (2009). Also responsible for start-up investments during last 3 years. Directly involved in investments with Hotmart, Gympass, Beblue, neon bank, Bovcontrol and Netshow.me. Mr. Borges holds a bachelor's degree in electrical engineering from the University of São Paulo.



Rodrigo Menezes, Founding Partner, Derraik & Menezes Advogados.

Rodrigo is founding partner at Derraik & Menezes Advogados, chairman of the entrepreneurship and venture capital Committee of ABVCAP (Brazilian Venture Capital and Private equity association), board member of the Brazilian Social Task Force and of Anjos do Brasil. As an attorney, Rodrigo represents foreign and local VCs, corporate ventures, startups and entrepreneurs in several venture capital and impact investment deals. He is a professor in several universities in Brazil, such as FGV – Fundação Getúlio Vargas and INSPER, teaching legal aspects of venture capital and private equity investments for graduation and post-graduation programs. He is also a panelist in several conferences and seminars regarding legal aspects of venture capital and private equity investments from distinct schools and associations in Brazil and Internationally. He is author and contributor of several articles on venture capital and private equity, including the Guide - Venture Capital Chapter for Brazil, published by Practical Law Company (the “PLC Handbook”). Rodrigo holds a master in law from IE – Madrid and attended the Venture Capital Executive Program at Haas School of Business, UC- Berkeley.



Tom Terbell, Partner, Rise Capital

Mr. Terbell is a partner of Rise Capital, a global investment firm that focuses on making expansion-stage investments in Internet businesses in Emerging Markets. Mr. Terbell was previously a senior executive at BarnesandNoble.com where he led their Ecommerce business across multiple categories, managing a several hundred million dollar P&L and over 1 million SKUs. Earlier in his career Mr. Terbell was a transactional attorney for Simpson Thacher & Bartlett LLP where he advised on a number of Emerging Market and Internet transactions including the first LBO in India, one of the largest M&A deals in Brazil, and the spin-out of AOL from Time Warner. Mr. Terbell received his B.A. from Stanford University and his J.D., cum laude, from Boston University School of Law.



Vilmar Grüttner, Head, BB Digital Labs

Vilmar Grüttner leads Banco do Brasil Labs and is based in the United States since 2016. He holds bachelor and master degrees in Engineering and is an alumnus of the Stanford GSB Executive Program. With 17+ years of experience in the financial services, led initiatives to plan and consolidate the digital transformation at one of the largest players in Brazil. Initiatives include the digital business strategy framework, co-founding a digital lab in Silicon Valley and a product portfolio simplification of more than 40%. Managed also loan portfolios of more than USD40 billion (Agribusiness Products & Solutions) and performed roles within Strategy, IT and Controlling.



Vinicius David, Senior Director and Head, HP

High-tech product and services executive executive with over 15 years of multinational experience, including general management of mid to large size organizations, sales, product management, strategy, P&L and business operations. Vinicius is currently the senior director and head of HP's consumer personal systems services division responsible for Device-as-a-service (PC Subscription) products, technology services and software. Start-up board member & advisor to founders and CEOs on product, value creation, go-to-market and strategy. He has an extensive exposure to cross-cultural dynamics and international business practices in Latin America, North America, Europe and Asia through frequent travel and long-term residency. Fluent in Portuguese, Spanish and English. A hard-charged leader and sponsor of several initiatives to accelerate career development and a frequent lecturer on product, global business management and "building corporate start-ups". Specialties: general management, product management (hardware | software | services), business operations, strategy, product marketing, start-up advisor/board member, non-profit governance and board member