

## **BRASA National Conference on Saturday, January 31, 2015**

Hojel Auditorium, Deutz room, at the Institute of the Americas Complex, UCSD

The Brazilian Student Association National Conference – BNC – aims to promote dynamic interactions between young talented Brazilians and leaders of key sectors of Brazil's economy such as business & public administration, technology and education. BNC will serve as a platform for prominent speakers and bright young minds to work together to come up with real-world projects and solutions that will make our beloved country a better place. Together with [BRASATech](#), [BrazUSC](#), and BRASA Politics, BNC is one of the four nation-wide Brazilian conferences for undergraduate and graduate students in the United States interested in Brazil. The conferences are made possible by the efforts of the national Brazilian Student Association - [BRASA](#), which is the result of collective action from BRASA chapters from the top American Universities.

### **BRASA LEAD**

Becoming acquainted with the process by which organizations become successful is essential to develop effective strategies. Representatives from distinguished Brazilian Student Associations around the US will discuss what were the methods and solutions used to become an effective, purposeful organization.

### **BRASA APP**

Speakers will present real-world problems directly related to their fields to be solved by students in groups of at most 8 participants. The problem each group works on will have a direct impact on Brazilian and/or global society, such that it may have the potential to develop into a full-fledged org, non-profit or startup.

### **Speakers**

- Bruno Bath, Consul General of Brazil in Los Angeles A career diplomat, Bruno de Risios Bath has held positions at the Permanent Mission of Brazil to the UN in New York, at the Permanent Mission to the Latin American Integration Organization in Montevideo, and at the Brazilian Embassy in London and in Buenos Aires.

He has a Degree from the Rio-Branco Institute, where he substantiated a thesis on integration policy in South America. Bath was recently appointed to general Consul of Brazil in LA.

- Lúcio Soibelma, Professor & Chair of Civil Engineering

MIT Ph.D in Civil Engineering Systems, Lucio Soibelman has extensive experience in systems engineering, with special focus on the integration of information technology with large-scale systems design and economic development.

He currently holds the prestigious position of Professor and Chair at the Astani Department of Civil and Environmental Engineering at the University of Southern California, and has over 80 publications in peer-reviewed journals.

- Reinaldo Normand, CEO & Co-Founder

Seasoned entrepreneur and app developer, Reinaldo Normand has a vast experience in creating startups with innovative apps.

He currently is the CEO of Satomi, which was chosen as one of the top 1000 companies for the Startup Camp at Plug and Play. Prior to founding Satomi, he has founded several other successful companies such as 2Mundos and Zeebo Inc. Reinaldo aims to empower the growing entrepreneurial community, and has written the book "Vale do Silicio", available online and an instant success.

●Werner Baer, Jorge Paulo Lemann Professor of Economics  
His impact on the Brazilian economy goes far beyond his research.

Due to his outstanding understanding of Latin American industrialization and economic development, Werner Baer has received the prestigious Rio Branco Medal, the Medalha de Honra da Inconfidência, and the National Order of the Southern Cross from the government of Brazil. He also advised Rafael Correa, current president of Ecuador, and Alexandre Tombini, president of the Brazilian Banco Central, during their time at Illinois.

●Carlos Angrisano, CEO of Red Ventures  
Carlos is currently the Brazil CEO of Red Ventures, a leading technology and marketing company.

Prior to starting and leading Red Ventures in Brazil, Carlos was a Partner at McKinsey & Company where he specialized in marketing & sales analytics and commercial transformations. He has also led McKinsey's undergraduate recruiting in Brazil and spent part of his career in San Francisco working at McKinsey Global Institute (MGI), the business and economic research arm of McKinsey.

Carlos has a bachelor's degree in Industrial Engineering from the University of Sao Paulo and an MBA from Harvard Business School. He is married and, when not on a plane, lives in Brazil with his wife and two daughters.

●Bruno Lima, McKinsey & Company  
McKinsey & Company is a global management consulting firm that serves leading businesses, governments, non governmental organizations, and not for profits. With over 100 offices worldwide it is considered one of the best consulting firms in the world.

Representing them is Bruno Lima, a business analyst for McKinsey who is currently pursuing his MBA at UCLA Anderson School of Management.

●Johann Almeida, Brazil Foundation  
BrazilFoundation is a nonprofit organization that mobilizes resources for ideas and actions that transform Brazil. We work with local leaders, organizations and a global network of supporters to promote equality, social justice and economic opportunity for all Brazilians.

## **Schedule**

Friday (01/30)

11:00 am - 12:00am

Check-In

12:00pm - 12:30pm

Opening Remarks

12:30pm - 1:30pm

Keynote speaker: Bruno Bath

1:30pm - 1:50pm

Explanation of BRASA LEAD

1:50pm - 2:20pm

Speed Networking

2:20pm - 2:50pm

Break

2:50pm - 5:30pm

BRASA LEAD

5:30pm - 6:15pm

Dinner

6:15pm - 6:30pm

BRASA APP explanation

6:30pm - 7:30pm

Case Study #1: Reinaldo Normand

7:30pm - 8:30pm

Case Study #2: Lucio Soibelman

8:30pm - 9:30pm

Case Study #3: Daniel Vargas

Saturday (01/31) Hojel Auditorium, Deutz room, at the Institute of the Americas Complex, UCSD

9:00am - 10:00am

Breakfast

10:00am - 11:00am

Werner Baer

11:00am - 11:40am

Carlos Angrisano

11:40am - 12:00pm

Johann Almeida

12:00pm - 1:00pm

McKinsey Training

1:00pm - 2:30pm

Lunch

2:30pm - 5:45pm

BRASA APP

5:45pm - 6:15pm

Break

6:15pm - 7:15pm

BRASA APP Pitches

7:15pm - 9:00pm

Dinner and Closing Remarks

To register <http://www.gobnc.org/>

**Cosponsored by: Ambev, BTGPactual, CILAS, Fundação Estudar, Heinz, McKinsey & Company**