



VIII FORUM OF INNOVATION
IN EXECUTIVE
SECRETARIAT

FISEC SP
2020

**HUMANIZE
TO TRANSFORM
AND INNOVATE**

November 28th and 29th

**WTC EVENTS CENTER
SÃO PAULO, SP, BRAZIL**

ABOUT FISEC

FISEC, Executive Secretariat Innovation Forum, is the largest Executive Secretariat event in Latin America. Its 8th edition will be held on November 28 and 29, 2020, at the WTC Events Center São Paulo, SP.

The event aims to connect Secretarial Professionals with the best practices of the national and international market through new knowledge, inspiring stories, creative learning, trends and innovations.

The theme of FISEC SP 2020 is: HUMANIZE, TRANSFORM, INNOVATE.

Pepitas Secretaries Club , creator and director of FISEC, has the DNA of innovation and pioneering as its personal brand. Due to its history, way of seeing the world and experiencing the transformations and evolutions of the Secretariat, it communicates that the event this year will be in a hybrid format , which includes both face-to-face and virtual access.

WHY PARTICIPATE IN FISEC SP 2020?

AN INNOVATIVE EVENT, WHERE WE WILL HAVE:

- # A unique experience with immersion in knowledge, learning, best market practices and transformations in the Secretariat.
- # Renowned National and International Speakers and Panelists.
- # Networking with professionals from the Executive Secretariat of Brazil, Europe, Lusophone Africa and the USA.
- # Humanized and Innovative Leadership Panel.
- # FISEC Talks and Humanization Panel and Appreciative Dialogues.
- # Panel of Extraordinary Secretaries.
- # Intercultural panel.
- # FISEC Talks and Transformations and Innovations Panel.
- # Magna Lecture with Tony Loureiro, world authority in the area of leadership and positive psychology.
- # Interview with Samantha Cox, who was an advisor to Sir Richard Branson, a pioneer, revolutionary and visionary leader.
- # Magna Lecture with Lucy Brazier, the world's top Secretariat official, CEO Executive Secretary Magazine.
- # Special participation by Melba Duncan, visionary leader, founder and president of the Duncan Group, writer, specialist in recruitment, coaching and training of C-level Executive Assistants.

PROGRAMMING

DAY 1
SATURDAY, NOVEMBER 28

ACCREDITATION

08H30 - 09H00

OFFICIAL OPENING OF THE EVENT

Pepita Soler - President FISEC

Luciana Lentini - WTC Sales and Marketing Director

Raffaele Cecere - President of Grupo R1

09H00 - 09H20

PEPITA SOLER LECTURE

The New Age of the Secretariat: roles, competencies, challenges and transformations.

09H20 - 10h00

INTERNATIONAL KEYNOTE SPEAKER: LUCY BRAZIER

**Business Strategy for Assistants:
The Assistant's Key to Advancement**

10h00 - 11h30

***simultaneous translation**

VIRTUAL FAIR 360

11H30 - 12h00

TED TALK: MOACIR RAUBER

**The Relationship Between (Re) Creating Humanization in the
Digital Age with Affection**

12H00 - 12H20

MINDFULLNESS SENSATIONS - GOYA

12h20 - 12h30

LUNCH AND NETWORKING

12H30 - 14H00

TED TALK: THAIS GIMENEZ:

Connecting Languages

14H00 - 14H20

CONNECTION SPACE

14H20 - 14H30

TED TALK: MINORU UEDA

**New Age: Reflections on Spirituality, Humanization and
Engagement**

14h30 - 14H50

CONNECTION SPACE

14H50 – 15H00

TED TALK: VICTOR HUGO S. MONTALVO
What it means to be Human in this Brave New World

15H00 – 15H20

HUMANIZATION PANEL AND APPRECIATIVE DIALOGUES

Guests: Thais Gimenez, Minoru Ueda, Victor Hugo S. Montalvo

Moderator: Moacir Rauber

15H20 – 15H50

VIRTUAL FAIR 360
FACE-TO-FACE AND VIRTUAL NETWORKING

15H50 – 16H20

HUMANIZED AND INNOVATIVE LEADERSHIP PANEL

Guests: Patricia Coimbra, Betina Lackner, Christina Carvalho Pinto

Moderator: Pepita Soler

16H20 – 17H00

PROGRAMMING

DAY 2
SUNDAY, NOVEMBER 29

MAGNA LECTURE: TONY LOUREIRO
Humanized Leadership

08H30 - 09H10

CUSTOMER EXPERIENCE - COPASTUR

09H10 - 09H30

PANEL OF EXTRAORDINARY SECRETARIES

Guests: Gustavo Bertulucci, Jefferson Sampaio and
Alexandre Porto

Moderator: Moacir Rauber

09H30 - 09H50

PANEL OF EXTRAORDINARY SECRETARIES

Guests: Rachel Gomes, Regina Silveira and Vanessa Lima

Moderator: Moacir Rauber

09H50 - 10H10

VIRTUAL FAIR 360

PRESENTIAL & VIRTUAL NETWORKING

10H10 - 10H40

FISEC TALK: CYNTHIA MICHELS

To Be Human in the Digital Age: High Tech, High
Touch e High Purpose

10H40 - 11H00

CONNECTION SPACE

11H00 - 11H10

FISEC TALK: LILIAN PRIMO

Artificial Intelligence in Digital Transformation.

11H10 - 11H30

PANEL OF TRANSFORMATIONS AND INNOVATIONS

Guests: Luis Vabo Jr, Cynthia Michels and Lilian Primo

Moderator: Alexis Pagliarini

11H30 - 12H10

MOMENT INTEGRAL CONNECTION

12H10 - 12H30

LUNCH AND NETWORKING

12H30 - 14H00

INTERVIEW WITH MELBA DUNCAN

"Essentiality and Legacy"

***simultaneous translation**

14H00 - 15H00

INTERVIEW WITH SAMANTHA COX

Remembering how to stay Human in the constantly changing world

***simultaneous translation**

15H00 - 15H30

INTERCULTURAL PANEL

**Guests: Paula Moio, Ana Paula Marques and Julia Schmidt
(London, Lisbon, Oslo)**

Moderator: Isabela Ribeiro (Brazil)

15H30 - 16H00

IDEALIZER AND PRESIDENT FISEC



PEPITA SOLER

FOUNDER AND PRESIDENT OF PEPITAS
SECRETARIES CLUB AND CEO OF PEPITA
CONSULTORIA

CEO OF PEPITA CONSULTORIA - IN 1994 PEPITA DECIDED TO HAVE ITS OWN BUSINESS: PEPITA CONSULTORIA, TRAINING AND EVENTS - ACTING IN HUMAN AND ORGANIZATIONAL DEVELOPMENT PROGRAMS, SERVING CUSTOMERS IN THE PUBLIC, PRIVATE AND EDUCATIONAL ORGANIZATIONS IN THE USA, EUROPE AND LATIN AMERICA.

FOUNDER AND CHAIRMAN OF PEPITAS SECRETARIES CLUB - WITH A RESTLESS MIND AND WITH A GREAT WILL TO SHARE VALUES AS: CONFIDENCE, GREATNESS AND INNOVATION, IN OCTOBER 1996 IDEALIZED AND CREATED PEPITAS SECRETARIES CLUB - EDUCATIONAL AND NETWORKING PROGRAM FOR EXECUTIVE SECRETARIES. PEPITAS SECRETARIES CLUB IS THE LARGEST EDUCATIONAL CLUB OF EXECUTIVE SECRETARIES IN LATIN AMERICA, EXCLUSIVELY DESIGNED TO CAPACITATE, EXPAND AND DEVELOP THE EMOTIONAL, CREATIVE AND MULTICULTURAL SKILLS OF EXECUTIVE ASSISTANTS.

IN ITS SUCCESSFUL TRAJECTORY, IT HAS DONE IN BRAZIL AND ABROAD, A NUMBER DEVELOPMENT PROGRAMS, INNOVATION FORUMS, MASTER CLASSES, THAT IMPACTED AND TRANSFORMED THOUSANDS OF SECRETARIES IN BRAZIL.

PEPITA IS THE OFFICIAL REPRESENTATIVE, SPEAKER AND PART OF THE COUNCIL OF THE EXECUTIVE SECRETARY MAGAZINE (UK), THE LARGEST AND MOST INFLUENTIAL GLOBAL TRAINING MAGAZINE .

SHE IS GRADUATED IN ORGANIZATIONAL PSYCHOLOGY AND CORPORATE EDUCATION - WITH SPECIALIZATION IN CREATIVITY AND INNOVATION. SHE IS ALSO MENTOR, COACH, SPEAKER - SPECIALIZED IN POSITIVE PSYCHOLOGY, BIOCENTRIC EDUCATION, AUTHENTIC COMMUNICATION,, EMOTIONAL AND MULTIPLE INTELLIGENCE, LEADERSHIP DEVELOPMENT,, AND HIGH-PERFORMANCE TEAMS.

Site Clube: www.pepitassecretariesclub.com

Site FISEC: www.fisecsp2020.com

Linkedin Pepita Soler: <https://www.linkedin.com/in/pepita-soler-07024211/>

INTERNATIONAL KEYNOTE SPEAKER



LUCY BRAZIER

**MAIN WORLD AUTHORITY IN THE
EXECUTIVE SECRETARY AREA AND
CEO OF THE EXECUTIVE SECRETARY
MAGAZINE**

LUCY BRAZIER IS THE MAIN WORLD AUTHORITY IN THE EXECUTIVE SECRETARIAT AREA, FOUNDER AND CEO OF THE MAIN GLOBAL PUBLICATION FOR SECRETARIAT PROFESSIONALS - EXECUTIVE SECRETARY MAGAZINE - A MAGAZINE DEDICATED FOR THE DEVELOPMENT OF THE EXECUTIVE SECRETARIAT PROFESSIONAL.

HER FORMIDABLE EXPERIENCE AND TRAINING STYLE HAS GIVEN HER OPPORTUNITIES TO TEACH, PRESENT AND PRESIDE IN MORE THAN 45 COUNTRIES AND MORE THAN 500 EVENTS FOR THOUSANDS OF EXECUTIVE ASSISTANTS.

EXECUTIVE SECRETARY LIVE, THE WORLD'S LARGEST EXECUTIVE SECRETARIAT EVENT HAPPENS ANNUALLY IN COUNTRIES IN EUROPE, UNITED STATES, AFRICA AND OCEANIA. SHE HAS A UNIQUE VIEW OF THE ROLE OF THE EXECUTIVE SECRETARY AND WHERE THE SAME IS GOING. IN HER NETWORK, SHE HAS ACCESS TO THE MOST VISIONARY AND PASSIONATE SPEAKERS IN THE WORLD.

LUCY DIRECT A GROUP ON LINKEDIN FOR ASSISTANTS, THAT CURRENTLY HAS MORE THAN 45,000 INTERNATIONAL MEMBERS, SHARING INFORMATION, NETWORKING AND LEARNING.

FISEC TALK: The Relationship Between (Re) Creating Humanization in the Digital Age with Affection



MOACIR RAUBER

**WRITER, COACH, SPEAKER,
RESEARCHER AND TEACHER.**

MOACIR IS A COACH, SPEAKER AND WRITER WITH VAST PROFESSIONAL EXPERIENCE IN THE ADMINISTRATIVE, SECRETARIAT AREAS, HUMAN RESOURCE MANAGEMENT, SALES AND STRATEGIC PLANNING.

HE HAS A DOCTORATE IN BUSINESS SCIENCES AND MASTERS IN HUMAN RESOURCE MANAGEMENT BY UMINHO (PORTUGAL) AND MASTERS IN PRODUCTION ENGINEERING BY UFSC, HAS AN MBA IN MARKETING (UNIPAR), POST GRADUATION IN THEORY OF THE MEDIA COMPLEJO, POSADA, BADA. EXECUTIVE SECRETARIAT (UNIOESTE-PR) AND LICENSING IN LETTERS / SPANISH (UFPR-PR).

HE HAS INTERNATIONAL TRAINING IN ORGANIZATIONAL EXECUTIVE COACHING.

MOACIR WILL BE MODERATOR OF THE HUMANIZATION PANEL AND PANEL OF EXTRAORDINARY SECRETARIAT PROFESSIONALS.

FISEC TALK: Connecting Languages



THAIS GIMENEZ

**PSYCHOLOGIST, INFLUENCER,
WRITER AND SPEAKER.**

THAIS GIMENEZ IS A WRITER AND SPEAKER AND PSYCHOLOGIST GRADUATED BY THE MACKENZIE PRESBITERIAN UNIVERSITY,

SHE IS A SPECIALIST IN BODY AND BEHAVIORAL ANALYSIS BY THE SCHOOL THE BODY EXPLAINS, STUDYED RHETORIC; THE ART OF PERSUASIVE WRITING AND PUBLIC SPEECH AND FUNDAMENTALS OF NEUROSCIENCE IN HARVARD'S UNIVERSITY. SHE HAS WRITTEN A BOOK "TECHNIQUES TO IMPROVE PERSONAL AND PROFESSIONAL RELATIONSHIPS".

CURRENTLY SHE DEDICATES HERSELF TO TEACHING BODY INTELLIGENCE, AN INNOVATIVE METHOD DEVELOPED BY HER THAT CALLED THE ATTENTION OF THE SILICON VALLEY, WHERE SHE HELD TRAINING AND LECTURES ON THE THEME FOR TWO YEARS CONSECUTIVE YEARS AT THE UNIVERSITY OF STANFORD OF THE GROUP OF BRAZIL'S INVITATION.

FISEC TALK : New Age: Reflections on Spirituality, Humanization and Engagement



MINORU UEDA

**MINORU UEDA IS A WRITER, MASTER
COACH AND SPEAKER.**

**AUTHOR OF TWO BOOKS: POSITIVE LEADERSHIP: THE REDEMPTION OF STRONG
POINTS AND EMOTIONAL SKILLS: THE SOONER THE BETTER!**

**MINORO IS A MASTER COACH TRAINER FOR PROFESSIONAL COACHING ALLIANCE -
PCA®, COACH WITH INTERNATIONAL TRAINING AND CERTIFICATION BY ASTD
(AMERICAN SOCIETY FOR TRAINING & DEVELOPMENT AND MASTER PRACTITIONER IN
NEUROLINGUISTIC PROGRAMMING (PNL).**

**BACHELOR IN HISTORY FOR THE COLLEGE OF PHILOSOPHY, LETTERS AND HUMAN
SCIENCES OF THE UNIVERSITY OF SÃO PAULO- FFLCH USP, POST GRADUATED IN
HUMAN RESOURCES BY ESAN / FEI AND HAS AN MBA IN HUMAN RESOURCES BY FIA
USP.**

FISEC TALK: What it means to be Human in this Brave New World



VICTOR HUGO MONTALVO

MASTER IN POSITIVE ORGANIZATIONAL DEVELOPMENT, SPECIALIST IN CREATIVITY, INNOVATION AND LEADERSHIP WITH EMOTIONAL INTELLIGENCE.

DIRECTOR OF EDUCATION AND MARKETING OF PHOENIX IDEA CONSULTORES, WITH STUDIES AND COACHING AND MENTORING PRACTICE IN THE UNITED STATES UNDER THE SUPERVISION OF PROFESSOR RICHARD BOYATZIS WITHIN THE SYSTEM OF “LEADERSHIP WITH EMOTIONAL INTELLIGENCE”.

VICTOR HUGO IS A SPECIALIST IN THE CREATIVE PROCESS BY THE CREATIVE EDUCATION FOUNDATION, BUFFALO, NY, AND FACILITATOR IN THE LIVING SYSTEM BY THE INTERNATIONAL BIOCENTRIC FOUNDATION.

HE HAS A MBA IN POSITIVE ORGANIZATIONAL DEVELOPMENT BY CASE WESTERN RESERVE UNIVERSITY (CWRU) IN CLEVELAND, OHIO (USA) AND HAS CERTIFICATION IN “APPRECIATIVE RESEARCH” (DAVID COPPERRIDER - CWRU).

HUMANIZED AND INNOVATIVE LEADERSHIP PANEL



PATRICIA COIMBRA

VICE PRESIDENT OF HUMAN CAPITAL AND SUSTAINABILITY - SULAMÉRICA SEGUROS

PATRICIA IS VICE PRESIDENT OF HUMAN CAPITAL AND SUSTAINABILITY AT SUL AMERICA SEGUROS, THE LARGEST INDEPENDENT INSURANCE COMPANY IN BRAZIL AND ONE OF THE 25 MOST ADMIRED COMPANIES BY HR PROFESSIONALS.

IN 2013, SHE ASSUMED THE HUMAN CAPITAL AND SUSTAINABILITY DIRECTORSHIP, WHERE SHE IS RESPONSIBLE FOR THE STRATEGY AND OPERATION OF HR AND SUSTAINABILITY, AND SUPPORTS A TEAM OF 5 THOUSAND EMPLOYEES, 30 THOUSAND BROKERS AND 7 MILLION CUSTOMERS.

BACHELOR IN INFORMATION TECHNOLOGY BY THE CATHOLIC UNIVERSITY (PUC), IN ECONOMY BY CANDIDO MENDES UNIVERSITY AND POST GRADUATED IN MARKETING BY PUC, ALL IN RIO DE JANEIRO.

HUMANIZED AND INNOVATIVE LEADERSHIP PANEL



Betina Lackner

**JOHNSON & JOHNSON HUMAN
RESOURCES DIRECTOR IN BRAZIL**

BETINA IS DIRECTOR OF HUMAN RESOURCES FOR JOHNSON & JOHNSON IN BRAZIL FOR THE THREE BUSINESS DIVISIONS OF THE COMPANY - MEDICAL DEVICES, JANSSEN AND CONSUMER HEALTH.

IN HER PROFESSIONAL JOURNEY HE ASSUMED VARIOUS LEADERSHIP ROLES IN LOCAL, REGIONAL AND GLOBAL POSITIONS, HAVING WORKED IN DIFFERENT INDUSTRIES IN LATIN AMERICA, EUROPE AND THE USA.

SHE HAS A DEGREEE IN BUSINESS ADMINISTRATION BY FAAP-SP AND SPECIALIZATION IN BEHAVIOR MANAGEMENT BY UNIFESP.

HUMANIZED AND INNOVATIVE LEADERSHIP PANEL



CHRISTINA CARVALHO PINTO

**Partner & Brand Strategist at Hollun
- Board Member - Speaker on Culture
& Branding, Leadership & Self-
Fulfillment**

CHRISTINA CARVALHO PINTO IS A BUSINESS LEADER, STRATEGIST AND CONTEUDIST, RECOGNIZED NATIONALLY AND INTERNATIONALLY AS ONE OF THE MOST CREATIVE AND INNOVATIVE MINDS OF TODAY.

SHE WAS TWICE ELECTED BY FORBES "THE MOST INFLUENTIAL WOMAN IN BRAZIL IN THE MARKETING AND COMMUNICATION SECTOR".

CHRISTINA WAS THE FIRST WOMAN IN LATIN AMERICA TO PRESIDE OVER A LARGE MULTINATIONAL GROUP: THE YOUNG & RUBICAM GROUP, WHICH SHE HAS CHAIRED AS CHAIR AND PARTNER FOR 8 YEARS.

SHE FOUNDED AND LED FOR 23 YEARS THE REVOLUTIONARY FULL JAZZ GROUP, CHOSEN BY THE DOM CABRAL FOUNDATION AS AN EXAMPLE OF BUSINESS INNOVATION IN THE COUNTRY. CHRISTINA COLLECTS HUNDREDS OF AWARDS, INCLUDING LIONS IN CANNES AND "THE PROFESSIONAL OF THE DECADE".

CHRISTINA IS THE PRESIDENT OF THE COUNCIL OF *BEM QUERER MULHER*, A PROGRAM THAT IS A REFERENCE IN THE COUNTRY FOR THE RECONSTRUCTION OF THE LIVES OF WOMEN VICTIMS OF VIOLENCE.

MAGNA LECTURE

Humanized Leadership



TONY LOUREIRO

AUTHORITY IN THE LEADERSHIP AND COACH AREA, COACH AND MENTOR, MASTER IN LAW, WRITER.

TONY IS A PROFESSOR OF THE GETÚLIO VARGAS FOUNDATION AND AUTHOR OF THE BOOK "THE INTERNAL COMPASS OF LEADERSHIP". AS A FACILITATOR HE HAS ALREADY TRAINED OVER 10,000 EXECUTIVES IN BRAZIL, LATIN AMERICA AND GERMANY.

HE HAS MINDFULNESS TRAINING GIVEN BY THE NEW ZEALAND JANGCHUB REID AND IS A STUDENT OF THE AMERICAN ALLAN WALLACE AND THE MAMA YUR RINPOCHE. HE IS ALSO TRAINED BY "SEARCH INSIDE YOURSELF", GOOGLE'S MINDFULNESS PROGRAM.

HE HAS A DEGREE IN LAW, POST GRADUATED IN SOCIAL RIGHTS BY LONDON UNIVERSITY (UK), MASTER IN LAW AT PUC MINAS, SPECIALIST IN TRADING AT HARVARD UNIVERSITY (USA) AND DOCTOR IN BUSINESS ADMINISTRATION BY THE MACKENZIE UNIVERSITY.

EXTRAORDINARY SECRETARY PANEL



JEFFERSON SAMPAIO

PROFESSOR AT THE FEDERAL INSTITUTE OF EDUCATION, SCIENCE AND TECHNOLOGY IN BRASÍLIA, WHERE THE COURSE OF GRADUATION IN THE SECRETARIAT COORDINATES.

JEFFERSON IS A MEMBER OF THE EXECUTIVE SECRETARIAT COMMITTEE OF BRASÍLIA, DF (COMSECDF) AND ASSISTANT SECRETARY OF THE DIRECTORATE OF THE BRAZILIAN SECRETARIAT RESEARCH ASSOCIATION (ABPSEC). PERFORMS RESEARCH IN THE AREA OF EXECUTIVE SECRETARIAT, EXECUTIVE ADVISORY AND VOCATIONAL TRAINING OF YOUTH AND ADULTS.

HE HAS ALREADY MINISTERED WORKSHOPS, LECTURES AND COURSES IN DIFFERENT BRAZILIAN INSTITUTIONS, SUCH AS THE MINISTRY OF SCIENCE, TECHNOLOGY, INNOVATION AND COMMUNICATION; PRESIDENCY OF THE REPUBLIC; MINISTRY OF EDUCATION; AND SEVERAL PUBLIC AND PRIVATE UNIVERSITIES.

HE HAS A MASTER DEGREE IN HUMAN RIGHTS AND CITIZENSHIP BY THE UNIVERSITY OF BRASÍLIA (UNB). SPECIALIST IN HIGHER EDUCATION TEACHING. HE HAS GRADUATION IN SOCIAL SCIENCES AND IN BILINGUAL EXECUTIVE SECRETARIAT.

EXTRAORDINARY SECRETARY PANEL



ALEXANDRE PORTO

EXECUTIVE SECRETARY OF FIOCRUZ

ALEXANDRE HAS OVER 20 YEARS OF EXPERIENCE IN MANAGEMENT AND INSTITUTIONAL DEVELOPMENT ACTIVITIES, AND PERSENTLY IS THE SECRETARY OF THE OFFICE OF THE PRESIDENCY OF THE OSWALDO CRUZ - FIOCRUZ FOUNDATION.

HE IS A FACILITATOR, SPEAKER AND COACH IN EMOTIONAL AND SPIRITUAL INTELLIGENCE FOR PEOPLE AND INSTITUTIONS.

IN 2019, PARTICIPATED IN IMMERSION IN RESEARCHES ON CULTURE AND TERRITORIALITY IN THE UNIVERSITIES OF SANTIAGO DE COMPOSTELA AND SEVILLE IN SPAIN.

HE GRADUATED IN PUBLIC MANAGEMENT, AND HAS A MBA IN RELIGION SCIENCES, HE IS A TEACHER IN ANTHROPOLOGY, CULTURAL AND URBAN CHAIRS, AND IN TRANSCULTURAL MISSIONS.

EXTRAORDINARY SECRETARY PANEL



GUSTAVO BERTULUCCI

**EXECUTIVE ASSISTANT C-LEVEL -
BRAY CONTROLS BRASIL**

GUSTAVO HAS BEEN AS EXECUTIVE ASSISTANT FOR MORE THAN 10 YEARS. HIS PROFESSIONAL TRAJECTORY STARTED AS A TRAINEE AND, NOWADAYS HE ACCUMULATES EXPERIENCES IN LARGE CORPORATIONS AS GROUP CPFL ENERGIA, JOHN DEERE AND BRAY INTERNATIONAL.

ALWAYS WITH A LOT OF DEXTERITY AND GENUINE PASSION FOR THE PROFESSION, GUSTAVO FOUND IN THE HIGH-LEVEL SECRETARIAT THE POSSIBILITY OF EXERCISING WITH NATURALITY AND PROFESSIONALISM THE ART OF ENCHANTING PEOPLE AND ALSO, STRENGTHENING THAT TALENT DOES NOT HAVE A GENDER..

HE HAS A POSTGRADUATE IN STRATEGIC MANAGEMENT AND A DEGREE IN PUBLIC RELATIONS AND EXECUTIVE SECRETARIAT. FLUENT IN ENGLISH AND FRENCH,. HE HAS EXPERTISE IN MANAGEMENT OF LARGE EVENTS AND FAMILY OFFICE / PERSONAL ASSISTANCE SERVICE.

PANEL OF EXTRAORDINARY SECRETARIATS



RACHEL GOMES

**SENIOR EXECUTIVE SECRETARY |
UNITEDHEALTH GROUP PRESIDENCY**

RACHEL IS SENIOR EXECUTIVE SECRETARY OF THE PRESIDENCY OF UHG BRASIL FOR ALMOST 2 YEARS,

BEYOND THE DAILY OFFICE OF BEING AN EXECUTIVE BUSINESS PARTNER AND AN AGENT FACILITATING THE ROUTINE OF LEADERSHIP AND STAKEHOLDERS, RACHEL MAKES THE UHG'S SECRETARIAL CATEGORY TO POSTIVELY HIGHLY EFFECTIVE VALUE AND ETHICS.

RACHEL HAS A DEGREE IN BUSINESSADMINISTRATION, WITH A SPECIALIZATION IN BUSINESS MANAGEMENT AND ENVIRONMENTAL MANAGEMENT. SHE HAS PARTICIPATED IN SEVERAL COURSES AND FORUMS IN THE EXECUTIVE SECRETARIAT AREA AND IS PREPARING FOR INTERNATIONAL TRAINING FOR PROFESSIONALS SECRETARIES WITH LUCY BRAZIER.

PANEL OF EXTRAORDINARY SECRETARIATS



REGINA SILVEIRA

EXECUTIVE BUSINESS PARTNER ACEA™ AT CINE CINEMATOGRAFIC, A PRODUCER OF COMMERCIALS AND TV CONTENT, CINE

REGINA IS AN ADVISOR, FACILITATOR AND ACTIVE PARTICIPANT IN NATIONAL AND INTERNATIONAL EVENTS AND JOURNEYS IN THE LARGEST EXECUTIVE SECRETARY CLUB IN BRAZIL, PEPITA'S SECRETARIES CLUB, REGINA GIVES LECTURES SINCE 2017 AND PROMOTES MEETINGS FOR THE SECRETARIAT.

PSYCHOSOCIO-THERAPIST IN CONFLICT MANAGEMENT BY THE KEPPE AND PACHECO FACULTY.

COMPLETED THE 6th CPDAS PREPARATORY COURSE FOR TEACHING IN THE SECRETARIAT AREA (2018). IN 2019 RECEIVED THE ADVANCED CERTIFICATE FOR THE ACEA™ EXECUTIVE ASSISTANT.

SHE IS CO-AUTHOR OF THE BOOK LAUNCHED IN 2019, THE FUTURE OF THE SECRETARY WITH THE CHAPTER ON EDUCATION AND HAPPINESS.

PANEL OF EXTRAORDINARY SECRETARIATS



VANESSA LIMA

**EXECUTIVE ASSISTANT C-LEVEL AT
LEROY MERLIN**

VANESSA IS EXECUTIVE ASSISTANT AT LEROY MERLIN. SHE IS SPECIALIST IN LANGUAGE AND LITERATURES OF FRENCH, AND TRANSLATING.

SHE HAS A DEGREE IN FRENCH LANGUAGE, AND IN TRANSLATION PORTUGUESE / FRENCH AND POST LATO SENSU IN TEACHING AND LEARNING IN LANGUAGE AND LITERATURES OF FRENCH EXPRESSION.

Human Being in the Digital Age: High Tech, High Touch and High Purpose



CYNTHIA MICHELS

FOUNDER AND LEADER OF THE NÚCLEO VALE DO SILÍCIO OF THE MULHERES DO BRASIL GROUP.

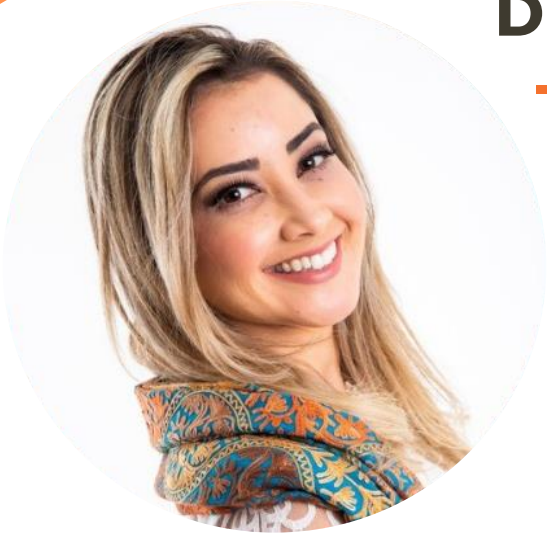
FOUNDER AND LEADER OF THE SILICON VALLEY NUCLEUS GROUP OF THE “WOMEN OF BRASIL GROUP”, SHE PRESENTS THE “TEA WITH THE VALLEY” EVERY SUNDAYS ON INSTAGRAM (@GRUPOMULHERESDOBASILVSILICIO) . SHE GAVE A LECTURE IN PALO ALTO / CA ABOUT THE “OBJECTIVES OF DEVELOPMENT” AND IN SAN FRANCISCO / CA ABOUT “WOMEN HIGH TECH, HIGH TOUCH AND HIGH PURPOSE”.

CYNTHIA LIVED IN CALIFORNIA AND IN CONTACT WITH THE SILICON VALLEY, SHE DEDICATED TO KNOW STARTUPS, ENTREPRENEURS AND PEOPLE FROM ALL OVER THE WORLD FOCUSED ON INNOVATIVE SOLUTIONS FOR HUMAN LIFE.

SHE WORKS AS A CONNECTOR IN THE EDUCATION AREA, BRINGING INSPIRING EDUCATIONAL TRENDS TO BRAZIL, AND CONNECTING IDEAS, TOOLS AND PEOPLE TO CREATE EXPONENTIAL OPPORTUNITIES FOR THE COUNTRY AND THE WORLD.

SHE TOOK COURSES AT STANFORD UNIVERSITY "HOW TO FIND YOUR SUCCESS: DISCOVER YOUR PURPOSE AND DIRECT YOUR LIFE", THE "ETHICS OF TECHNOLOGICAL DISRUPTION AND THE SCIENCE AND PRACTICE OF COMPASSION".

FISEC TALK & Artificial Intelligence in Digital Transformation.



LILIAN PRIMO

BUSINESS DEVELOPMENT EXECUTIVE, VP AT ANEFAC, VP AT ADVISORY BOARD AT ÊXITO INSTITUTE OF ENTREPRENEURSHIP AND INNOVATION LA

LILIAN IS VICE CHAIRMAN OF TECHNOLOGY AT ANEFAC (ASSOCIATION OF FINANCE AND ACCOUNTING EXECUTIVES) AND VICE CHAIRMAN OF THE ADVISORY BOARD OF THE SUCCESSFUL INSTITUTE OF ENTREPRENEURSHIP.

SHE HAS PARTICIPATED WAS AT THE GLOBAL SINGULARITY UNIVERSITY SUMMIT AT THE SILICON VALLEY AND IS PART OF THE CHAPTER FROM SÃO PAULO, VISITED ISRAEL WHERE HAD THE OPPORTUNITY TO KNOW THE STARTUPS AND ENTREPRENEURSHIP ECOSYSTEM IN THE DELEGATION OF THE INNOVATION EXPERIENCE PROGRAM.

LILIAN HAS A CHANNEL ON YOUTUBE, FOCUSING ON ENTREPRENEURSHIP, TECHNOLOGY WITH THE PURPOSE OF GENERATING BUSINESS OPPORTUNITY AND SOCIAL GROWTH.

SHE GRADUATED IN INFORMATION TECHNOLOGY BY THE PAULISTA UNIVERSITY (UNIP), AND HAS A MBA IN MANAGEMENT OF PUBLIC AND PRIVATE COMPANIES BY THE ARMANDO ALVAREZ PENTEADO FOUNDATION (FAAP). WITH ARTICLE PUBLISHED IN 2008 IN CONTESI - INTERNATIONAL CONGRESS OF TECHNOLOGY AND INFORMATION (USP).

PANEL OF TRANSFORMATIONS AND INNOVATIONS



LUIS VABO JR.

FOUNDER OF VABO23 EDUCATION, PARTNER BEYOND FACUL, TEACHER OF INSPIER AND LINK SCHOOL OF BUSINESS AND ENDEAVOR ENTREPRENEUR.

LUIS IS CEO OF *ALÉM DA FACUL* AND TEACHER OF LINK SCHOOL OF BUSINESS, FOUNDER OF VABO23 EDUCATION AND ENDEAVOR ENTREPRENEUR. HE IS A SPEAKER, ANGEL-INVESTOR AND STARTUPS AND SCALEUPS ADVISOR AND A PASSIONATE FOR ENTREPRENEURSHIP, LEADERSHIP, PEOPLE SKILLS, EDUCATION, TECHNOLOGY, DIGITAL, TRAVEL,, CHESS AND READING.

HE PERFORMS THE IMMERSION “TRANSFORMING LEADERSHIP” WITH BERNARDINHO, RICARDO BASAGLIA, ÁLVARO SCHOCAIR AND TIAGO REIS, IN ADDITION TO ONLINE COURSES, SUCH AS BEYOND ORATORY, BUILD YOUR BUSINESS, GROW YOUR BUSINESS, LEADERSHIP IN TIMES OF UNCERTAINTY, AMONG OTHERS.

OWNER PRESIDENT MANAGEMENT (OPM) BY HARVARD BUSINESS SCHOOL, MASTER OF BUSINESS ADMINISTRATION BY COPPEAD / UFRJ AND EXTENSION AT LYON BUSINESS SCHOOL, FRANCE. HE HAS A DEGREE IN PRODUCTION ENGINEERING BY PUC-RIO.

MODERATOR PANEL OF TRANSFORMATIONS AND INNOVATIONS



ALEXIS PAGLARINI

EXECUTIVE CHAIRMAN AMPRO

ALEXIS IS EXECUTIVE CHAIRMAN AT AMPRO - PROMOTIONAL MARKETING ASSOCIATION.

HE IS ALSO PAST CHAIRMAN OF MPI BRASIL (MEETING PROFESSIONALS INTERNATIONAL)
AND CHAIRMAN OF THE MARKETING COMMITTEE OF WTC BUSINESS CLUB.

HE WAS A SPEAKER AT THE CANNES LIONS FESTIVAL IN TWO EDITIONS - 2008 AND 2010
AND PRESENTED THE CANNES LIONS ROAD SHOW 2016, 915 PRESENTATIONS BY BRAZIL.

INTERVIEW WITH MELBA DUNCAN

“Essentiality and Legacy”



MELBA DUNCAN

**FOUNDER AND PRESIDENT OF THE
DUNCAN GROUP**

MELBA IS FOUNDER AND PRESIDENT OF DUNCAN GROUP INC., A RESEARCH AND CONSULTING COMPANY. SINCE 1985 THE COMPANY HAS ADVISED CEOS AND OTHER CORPORATE LEADERS IN SPECIALIZED RESOURCES TO SUPPORT HIGH MANAGEMENT.

HER PREVIOUS EXPERIENCE INCLUDES POSITION OF ASSISTANT TO HON.PETER G. PETERSON, WHO HAS BEEN FOUNDER AND CHAIRMAN OF LARGE COMPANIES, AND EX-US MINISTER OF TRADE.

EXPERIENCED PUBLIC SPEAKER, HAS BEEN THE MAIN SPEAKER AT THE AMERICAN MANAGEMENT ASSOCIATION ANNUAL CONFERENCE FOR EXECUTIVE SECRETARIES AND ADMINISTRATIVE ASSISTANTS ..

MELBA WAS THE MAIN SPEAKER AND HOST OF THE CONFERENCE FOR THE BERMUDA CHAPTER OF THE INTERNATIONAL ASSOCIATION OF ADMINISTRATIVE PROFESSIONALS AND WAS A PRESENTER AT THE WORLD BANK, WITH THE TOPIC “SHAPING YOUR FUTURE: MAINTAINING YOUR COMPETITIVENESS”.

INTERVIEW WITH SAMANTHA COX

Remembering how to stay Human in a constantly changing world



SAMANTHA COX

HE WAS EXECUTIVE ADVISER OF CRS.
RICHARD BRANSON. CORPORATE WRITER
AND DIRECTOR OF SEMINOLE GAMING

SAMANTHA COX LIVED AND TRAVELED ALL OVER THE WORLD ACQUIRING AN IMPRESSIVE EXPERIENCE OF MORE THAN 16 YEARS IN THE ROLE OF EXECUTIVE ASSISTANT FOR HIGH LEVEL EXECUTIVES. AMONG THEM, WE CAN CITE RICHARD BRANSON, FOUNDER AND CHAIRMAN OF THE VIRGIN GROUP AND COMMERCIAL DIRECTOR OF VIRGIN AUSTRALIA.

WHILE SHE WAS IN VIRGIN AUSTRALIA, SHE RECEIVED A PRESTIGIOUS OFFER TO WORK AS RICHARD'S EXECUTIVE ASSISTANT AT HIS HOME IN THE PRIVATE ISLAND OF NECKER, IN THE BRITISH VIRGIN ISLANDS.

SAMANTHA GOT INVOLVED WITH RICHARD'S PHILANTHROPIC EFFORT THROUGH VIRGIN UNITE AND THE ELDERS ORGANIZATION, AN INDEPENDENT GROUP OF GLOBAL LEADERS THAT WORK TOGETHER FOR PEACE AND HUMAN RIGHTS, FOUNDED BY NELSON MANDELA.

HER INTERNATIONAL PORTFOLIO WAS MET EXACTLY HER CURRENT POSITION AS CORPORATE DIRECTOR OF VIP SERVICES, AT SEMINOLE GAMING, A COMPANY BASED IN SOUTH FLORIDA, UNITED STATES.

ACTIVE, MOTIVATED AND A PASSIONATE PROFESSIONAL, HER MANTRA IS TO SAY "YES" AS MUCH AS POSSIBLE TO GENERATE POSITIVITY, LEAVE THE COMFORT ZONE AND MAKE LIFE MUCH MORE EXCITING.

INTERCULTURAL PANEL



PAULA MOIO

**FOUNDER OF MOYOENO
LUSOFONANDO**

PAULA IS A DETERMINED AND SUCCESSFUL PROFESSIONAL, WITH 34 YEARS OF EXPERIENCE, . SHE WAS BORN IN LUANDA - ANGOLA AND HAS BEEN LIVING IN LONDON FOR THE LAST 24 YEARS. HER PASSION IS THE RECOGNITION OF THE PA / EA AS A RESPONSIBLE AND IMPORTANT PROFESSION.

HER REPUTATION CALLED THE ATTENTION OF LINKEDIN WHERE SHE WAS OFFERED AND ACCEPTED THE POSITION OF EA / CONCIERGE C-SUITE IN THE FINANCIAL AREA, WORKING FOR FAMILY OFFICE SINCE JANUARY 2016.

PAULA HAS BEEN NOMINATED AND RECEIVED SEVERAL IMPORTANT AWARDS THROUGH HER CAREER AND IN 2018 RECEIVED THE “STAR AWARD” AWARD BY LIIFTEFFECTS.ORG FOR COMMON PEOPLE AROUND THE WORLD THAT MAKE S A DIFFERENCE, INSPIRING AND MOTIVATE PEOPLE TO BECOME THE BEST VERSION OF THEMSELVES.

PAULA RESIDES AND WORKS IN LONDON, ENGLAND.

INTERCULTURAL PANEL



ANA PAULA MARQUES

**PRESIDENT ASP - PORTUGUESE
ASSOCIATION OF SECRETARIAT AND
ADVISORY PROFESSIONALS**

ANA PAULA HAS PERFORMED AS AN EXECUTIVE SECRETARY AND ADVISORY FUNCTIONS SINCE 1992, IN DIFFERENT PORTUGUESE INSTITUTIONS AND ORGANISMS, IN THE EXECUTIVE AND DIRECTIVE STRAND, NAMELY IN PUBLIC ORGANISMS, AS THE RECTORY OF THE UNIVERSITY OF ALGARVE, AND THE MINISTRY OF FINANCE IN PORTUGAL.

SINCE 2017 SHE IS PART OF A MINISTERIAL OFFICE OF THE PORTUGUESE GOVERNMENT, WHERE SHE EXECUTES PERSONAL SECRETARY FUNCTIONS.

ANA PAULA IS PRESIDENT OF ASP - PORTUGUESE ASSOCIATION OF SECRETARIAT AND ADVISORY PROFESSIONALS.

SHE HAS A DEGREE IN ADVISORY ADMINISTRATION AND HAS A MASTERS IN MULTICULTURAL EDUCATION ,.

ANA PAULA LIVES AND WORKS IN LISBON, PORTUGAL.

INTERCULTURAL PANEL



Julia Schmidt

**EXECUTIVE ASSISTANT C-SUITE,
WRITER, MENTOR**

JULIA IS AN EXECUTIVE ASSISTANT C-SUITE, WITH OVER 20 YEARS OF EXPERIENCE, AWARD WINNER, WRITER, MENTOR, SPEAKER AND WAS CHAIRMAN OF IMA NORWAY - INTERNATIONAL MANAGEMENT ASSISTANTS.

NETWORKER, CONNECTOR AND ACTIVE IN SOCIAL NETWORKS, CREATED HAHSTAG #BETHEBESTASSISTANT.

SHE HAS A MASTER DEGREE IN PORTUGUESE AND LITERATURE BY THE UNIVERSITY OF OSLO, AND GRADUATION IN ADMINISTRATION.

JULIA IS THE AUTHOR OF *THE EXECUTIVE SECRETARY GUIDE TO BUILDING A SUCCESSFUL CAREER STRATEGY*.

JULIA RESIDES AND WORKS IN OSLO, NORWAY.

MODERATOR INTERCULTURAL PANEL



ISABELA RIBEIRO

EXECUTIVE SECRETARY, CAREER MENTOR AND CHIEF EDITOR OF THE SECRETARY CLUB BLOG

ISABELA IS TRILINGUE EXECUTIVE SECRETARY, CAREER MENTOR AND EDITOR OF THE BLOG AND ADVISOR OF PEPITAS SECRETARIES CLUB.

SHE HAS BEEN IN EXECUTIVE ADVISORY FOR MORE THAN 13 YEARS IN NATIONAL AND MULTINATIONAL COMPANIES.

ISABELA HAS A DEGREE IN TRILINGUE EXECUTIVE SECRETARIAT AND IN BUSINESS ADMINISTRATION.. SHE IS ALSO A SPECIALIST IN EXECUTIVE SECRETARIAT WITH TECHNICAL TRAINING IN PLANNING AND ORGANIZATION OF EVENTS.

SHE LOVES SHARING KNOWLEDGE AND EXPERIENCES AND THEREFORE IT IS DEDICATED TO VOLUNTARY SOCIAL PROJECTS WITH YOUNG PEOPLE AND ADULTS.

PRESENTER AND MASTER-OF-CEREMONIES



FERNÃO LOUREIRO

CEO AND FOUNDER OF LOUREIRO CONSULTORES AND AUTHOR OF THE BOOK STRATEGIC MANAGEMENT OF CORPORATE TRAVEL

FERNÃO WAS ELECTED IN 2017 AS ONE OF THE 75 MOST INFLUENTIAL TOURISM PROFESSIONALS IN BRAZIL AND IN 2019 THE BEST CORPORATE TRAVEL MANAGER IN BRAZIL (BY PANROTAS PORTAL).

HE WAS AWARDED IN BOSTON (USA) BY THE GLOBAL BUSINESS TRAVEL ASSOCIATION (GBTA) AND PERSONALITY OF THE YEAR, *CAIO AWARD* IN 2017, 2018 AND 2019 UNDER THE CATEGORY CUSTOMERS.

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