

PROF. DENNYS EDUARDO ROSSETTO, PH.D.

DENNYS EDUARDO ROSSETTO ALVES DE ARAÚJO / AKA “D. EDWARD ROSSETTO”

ASSOCIATE PROFESSOR OF GLOBAL INNOVATION AND ENTREPRENEURSHIP AT SKEMA BUSINESS SCHOOL
GLOBAL VISITING PROFESSOR OF INNOVATION AND ENTREPRENEURSHIP AT EGADE BUSINESS SCHOOL, MX

professor@dennysedward.com | *Brazilian / Italian* | *Mobile/WhatsApp: + 55 (11) 9493-60079* | *Skype: dennys_eduardo*

Personal Website: <https://www.dennyseduardo.com.br/site> | Lattes CV: <http://lattes.cnpq.br/5154296247482777>

Google Scholar Profile: <https://scholar.google.com.br/citations?user=PF8th-UAAAAJ&hl=pt-BR>

RESEARCH AND TEACHING INTERESTS

GLOBAL INNOVATION, ENTREPRENEURSHIP, R&D, INTERNATIONAL BUSINESS, FRUGAL INNOVATION, SOCIAL INNOVATION, EMERGING MARKETS, MARKETING,

Sustainability, Market Analysis, Scales and measurements, Structural Equation Modeling, Experiments, Social Network Analysis, Dynamic Modeling, Agent-based modeling, Neural Networks, Artificial Intelligence, Big Data, and New quantitative methods.

21 years Teaching Experience | *25 Years Professional Experience* | *Remote Teaching* | *Active Learning Methods* | *English & Spanish*

CURRENT APPOINTMENTS

- 2019-Present **Associate Professor of Global Innovation and Entrepreneurship** (*AACSB, AMBA, EQUIS, EMBA*)
SKEMA Business School (*Brazil, Canada, China, France, South Africa, UEA, USA*) Belo Horizonte, BR
- 2021-Present **Global Visiting Professor of Innovation and Entrepreneurship** (*AACSB, AMBA, EQUIS*)
Entrepreneurship Department, EGADE Business School, Tecnológico de Monterrey, NL, Mexico
- 2014-Present **Research Director & Founder**
Glin²Tech.org | Global Institute of Innovation and Technology Management for Emerging Markets
- 2020-Present **Innovation Management and Creativity MSc. Course Director**
From master's in management - Programme Grande École (France) at SKEMA Business School
A multicampus, hybrid course delivered in Brazil, China, France, and USA.
- 2022-Present **Advisory Council Member**
Journal of Business Management (RAE/FGV) Scopus
- 2021-Present **Member of the Harvard Business Review Advisory Council**
Harvard Business Review
- 2015-Present **Scientific Editor**
Innovation & Management Review (INMR/USP) Emerald

ACADEMIC BACKGROUND

- 2018-2019 **Postdoc Research Period** (Global Innovation Management)
The University Center of FEI, São Paulo, SP, Brazil
- 2014-2018 **Ph.D. in International Management** (Global Innovation and Frugal Innovation)
International Business School, ESPM, São Paulo, SP, Brazil (AACSB accredited member)
with Research Period abroad at the University of Texas at El Paso, UTEP, TX, USA.
- 2017-2017 **Ph.D. in International Business Program** | (Global Innovation) *with Prof. Gary L. Frankwick, Ph.D.*
The University of Texas at El Paso, UTEP, USA (*Accredited AACSB*)
- 2005-2007 **Master of Science in International Management** (International Marketing Intelligence)
University of São Paulo, USP, Brazil (AACSB accredited member)
- 2004-2005 **Master's in business administration focused in International Marketing**
Getulio Vargas Foundation – FGV/SP, Brazil (AACSB, EQUIS, AMBA accredited)
- 2001-2004 **BSc - Bachelor's in marketing (Honors)**
*Laureate Academy - Maxima cum laude Awarded as the best student of class and
Awarded as the best student of the university (offered by the Rotary Club)*
University North Paraná, UNOPAR, Brazil (Accredited by CAPES/Brazil)

PUBLISHED PAPERS [UNDER BLIND PEER REVIEW SYSTEM]

1. Rossetto, D. E.; Borini, F. M.; Bernardes, R. C.; Frankwick, G. L. (2023) Measuring frugal innovation capabilities: An initial scale proposition. **Technovation** (121, 102674) . <http://doi.org/10.1016/j.technovation.2022.102674>
2. Malanga, A.C.M.; Bernardes, R.C.; Borini, F.M.; Pereira, F. M.; Rossetto, D.E. (2022) Towards integration of quality on Theoretical Models of Acceptance: A Model Proposition applied for Education in Emerging Countries. **British Journal of Educational Technology**. (1), 8-22. <https://doi.org/10.1111/bjet.13091>
3. Demajorovic, J.; Santiago, A. L. F., Rossetto, D. E., Luke, H. (2022) Understanding the fundamentals of the Social Licence to Operate: Its evolution, current state of development, and future avenues for research. **Resources Policy**. 70, March 2021. e101941. <https://doi.org/10.1016/j.resourpol.2020.101941>
4. Santos, L.L., Borini, F.M., Oliveira, M.d.M., Rossetto, D.E. and Bernardes, R.C. (2022), "Bricolage as capability for frugal innovation in emerging markets in times of crisis", **European Journal of Innovation Management**, Vol. 25 No. 2, pp. 413-432. <https://doi.org/10.1108/EJIM-06-2020-0225>
5. Nassif, V. M. J., Rossetto, D. E., & Júnior, E. I. (2020). Entrepreneurial responses of coping Catastrophic events and crisis situations. **Iberoamerican Journal of Entrepreneurship and Small Business**, 9 (4).
6. Nassif, V., Corrêa, V., & Rossetto, D. (2020). Are Entrepreneurs and Small Businesses Prepared for Contextual Adversities? A Reflection in the Light of the Covid-19 Pandemic. **Iberoamerican Journal of Entrepreneurship and Small Business**, 9 (2), I-XII. doi:10.14211/regepe.v9i2.1880
7. SILVA, J. M. T.; ABLANEDO-ROSAS, J. H.; ROSSETTO, D. E. (2019) International Journal of Production Research: A longitudinal literature network review of the last 55th years of contributions to the academy. **International Journal of Production Research – Special issue**. 57 (15-16):4627-4653.
8. TARRACOU, E.; BERNARDES, R. C.; BORINI, F. M.; ROSSETTO, D. E. (2019) Innovation capabilities and local interaction for integration into global R&D projects in Brazilian subsidiaries. **European Journal of Innovation Management** 22(4):639-659.
9. ROSSETTO, D. E., BORINI, F. M. (2018). Suiting innovations to emerging markets: How to do more with less. **RAE-Revista de Administração de Empresas (Journal of Business Management)**, 58(5), 517-518.
10. ROSSETTO, D. E.; BORINI, F. M.; BERNARDES, R. C.; GATTAZ, C. C. (2018) Structure and evolution of innovation research in the last 60 years: review and future trends in the field of business through the citations and co-citations analysis. **Scientometrics**, 115(3), 1329-1363. doi:10.1007/s11192-018-2709-7
11. ROSSETTO, D. E.; CARVALHO, F. C. A. D.; BERNARDES, R. C.; BORINI, F. M. (2017) Absorptive Capacity and Innovation: An Overview of International Scientific Production of Last Twenty-Five Years. **International Journal of Innovation**, v. 5, n. 1, p. 97-113, 2017-02-10. doi:10.5585/iji.v5i1.172
12. PIRES, D. A.; ROCHA, T. V.; BORINI, F. M.; ROSSETTO, D. E. (2015) International Marketing in Multinational Company Subsidiaries in Emerging Markets: A Multidimensional Approach. **Advances in International Marketing**, v.26, p.157 - 177. doi:10.1108/S1474-797920150000026008 [ABS1, H-index:14]
13. CARNEIRO DA CUNHA, J. A.; ROSSETTO, D. E. (2015) Mapping entrepreneurs' types in Brazilian informal clothes retailing cluster. **International Journal of Entrepreneurship and Small Business**., v.26, p.21 - 42. doi:10.1504/IJESB.2015.071318
14. CARNEIRO DA CUNHA, J. A.; CORRÊA, H. L.; PASSADOR, J. L.; ROSSETTO, D. E. (2012) Buyers' trust perceptions on electronic commerce: an inter-temporal perspective. **International Journal of Advances in Management and Economics**. v.1, p.220 - 225.

PUBLISHED PAPERS [NOT PEER REVIEWED]

1. Rossetto, D. E. (2025, July). How entrepreneurial leadership can drive social change: A catalyst for social innovation. **SKEMA Publika**.
2. Rossetto, D. E. (2025, April). Innovation frugale : comment les entreprises font plus avec moins. **The Conversation France**.
3. Rossetto, D. E. (2025, April). Frugal innovation, sustainable transformation. **Glimpse Maganize – SKEMA Business School Magazine**, 4, 76.

MANUSCRIPTS SUBMITTED - UNDER REVIEW

1. DIAS, S. E.; IIZUKA, E. S.; VILASBOAS, E. P.; ROSSETTO, D. E. A new proposition of dialogic research method: An application to uncovering effectuation researchers' views. **Organizational Research Methods – Revise and Resubmit (3rd round).**
2. ROSSETTO, D. E.; BERNARDES, R. C.; FRANKWICK, G. L.; BORINI, F. M. Frugal innovation and the role of market and technological turbulence on eco-innovation, bricolage behavior, creativity, and firm performance: Evidence from Brazil, India, China, and the USA. **Research Policy – Third round of review.**
3. CASTRO, P. B.; ROSSETTO, D. E. Glocal business innovation management: Integrative review, framework, and agenda for future innovation research. **Entrepreneurship Theory and Practice – Second round of review.**
4. FONSECA, M. C. S.; BERNARDES, R. C.; ROSSETTO, D. E.; BORINI, F. M. Can cultural distance between nations impact countries' capacity for innovation? *Journal of Business Research* – **Under review (resubmitted after rejection from *Academy of Management Perspectives*).**
5. DEMAJOROVIC, J.; XAVIER, A.; PIMENTA, A. F. F.; BARRETO, R. S.; ROSSETTO, D. E. Social aspects in the process of mine closure: Evolution and avenues for future research. **Resources Policy – Submitted and under review.**
6. FRANCO, E.; ROSSETTO, D. E.; BORINI, F. M.; AMATUCCI, M. MNEs' technology asset-seeking strategies for innovation: Recent evidence from Brazil. **Journal of Product Innovation Management – Submitted.**
7. ROSSETTO, D. E.; BERNARDES, R. C.; BORINI, F. M.; FRANKWICK, G. L. Frugal innovation ecosystems: Toward a new paradigm for ecosystem typologies. **Research Policy – Submitted.**
8. ROSSETTO, D. E.; BERNARDES, R. C.; BORINI, F. M.; FRANKWICK, G. L. Frugal innovation typology: A new framework based on empirical evidence from the USA, Brazil, China, and India. **Journal of International Business Studies (JIBS) – Submitted.**

MANUSCRIPTS UNDER CONSTRUCTION FOR SUBMISSION

1. ROSSETTO, D. E.; BERNARDES, R. C.; FRANKWICK, G. L.; BORINI, F. M. Frugal Innovation and the role of Market and Technological Turbulences on effect of Eco-Innovation, Bricolage Behavior, and the impact on Creativity and Firm's performance: A comparison between Brazil, India, China, and USA.
Target: **International Journal of Business Studies**
2. ROSSETTO, D. E.; BERNARDES, R. C.; FRANKWICK, G. L.; BORINI, F. M. The Frugal Innovation from Manager's perception and the moderator effects to firm's performance: A comparison between Brazilian, Indian, Chinese, and USA firms.
Target: **International Journal of Business Studies**
3. ROSSETTO, D. E.; BERNARDES, R. C.; FRANKWICK, G. L.; BORINI, F. M. Frugal innovation and market and technological turbulence: Comparative effects on eco-innovation, bricolage, creativity, and firm performance.
Status: Data Analysis and Results development. Target: Journal of Product Innovation Management (JPIM).
4. ROSSETTO, D. E.; BERNARDES, R. C.; FRANKWICK, G. L.; BORINI, F. M. Managers' perceptions of frugal innovation and its moderating effects on firm performance: Evidence from Brazil, India, China, and the USA.
Status: Data Analysis and Results development. Target: Journal of International Business Studies (JIBS).
5. CASTRO, P. B.; ROSSETTO, D. E. Proposing a Hybrid Human Resources model based on AI adoption in business models. **Status: Finishing to submit. Target: Journal of Operations Management (JOM).**
6. ROSSETTO, D. E. Frugal Innovation Enhanced by AI: New Pathways for Entrepreneurship in Emerging Markets.
Status: Finishing to submit. Target: Nature Sustainability.
7. ROSSETTO, D. E. Creating Value Under Constraints: A Configurational Theory of Frugal Innovation. **Status: Finishing to submit. Target: Journal of Operations Management (JOM).**
8. CASTRO, P. B., ROSSETTO, D. E. Integrating Artificial Intelligence: Towards a Hybrid Resource Management Paradigm. **Status: Finishing final version. Target: Journal of Management Studies**
9. CASTRO, P. B., ROSSETTO, D. E. Bridging Global and Local: A Comprehensive Review of Innovation Management Strategies. **Finishing final version. Target: Journal of Business Ventures**
10. ROSSETTO, D. E. From Constraints to Value: A Configurational Theory of Frugal Innovation. **Finishing final version. Target: Journal of Management Studies**

CONFERENCE PAPERS [UNDER BLIND PEER REVIEW SYSTEM]

1. CASTRO, P.; ROSSETTO, D. E. (2022) Detectando as raízes históricas da ambidestria organizacional por meio da análise espectroscópica. **SemeAd 2022 – Seminars in Administration**, FEA/USP, online, Brazil.
2. FERREIRA, G. S.; TUMELERO, C.; ROSSETTO, D. E. (2022) Inovação Frugal em Serviços Bancários de uma Agência Cashless: O Caso de uma Cooperativa de Crédito Brasileira. **XLVI EnANPAD – Encontro da Associação de Pós-Graduação em Administração da Anpad**. Online, Brazil.
3. DIAS, S. E.; IIZUKA, E.S.; ROSSETTO, D. E.; (2020) Intuition in Decision-Making: Review, Map of Influential Researchers, and Research Agenda. **XLIV EnANPAD – Encontro da Associação de Pós-Graduação em Administração da Anpad**. Online, Brazil.
4. SILVA, L. R.; BERNARDES, R. C.; ROSSETTO, D. R. (2020) University Technological Innovation Centers and Marketing Practices in the Technology Transfer Process. **SemeAd 2020 – Seminars in Administration**, FEA/USP, online, Brazil.
5. FRANCO, E.; ROSSETTO, D. E.; BORINI, F. M.; AMATUCCI, M. (2020) MNEs' Technology-Assets Seeking Strategies for Innovation: recent evidences from Brazil. **AOM - 80th Academy of Management Annual Meeting**
6. BORINI, F. M.; ROSSETTO, D. E.; BERNARDES, R. C.; (2019) Development and validation of scale for the measurement of cost innovation. **VI SINGEP - International Symposium on Project Management, Innovation and Sustainability**, São Paulo, SP, Brazil.
7. ROSSETTO, D. E.; BORINI, F. M.; BERNARDES, R. C.; FRANKWICK, G. L. (2018) Development of local innovation capabilities for global R&D projects integration on MNEs. **VII SINGEP - International Symposium on Project Management, Innovation and Sustainability**, São Paulo, SP, Brazil.
8. ROSSETTO, D. E.; BORINI, F. M.; BERNARDES, R. C.; FRANKWICK, G. L. (2017) A new scale for measuring Frugal Innovation: The first stage of development of a measurement tool. **VI SINGEP - International Symposium on Project Management, Innovation and Sustainability**, São Paulo, SP, Brazil.
9. ROSSETTO, D. E., BORINI, F. M. (2017) A Proposed Instrument for Measuring Frugal Innovation: The First Stage of Development a New Scale. **AOM - 77th Academy of Management Annual Meeting**
10. ROSSETTO, D. E., BORINI, F. M.; BERNARDES, R. C.; GATTAZ, C. (2017) Structure and Evolution of the Innovation Field of Research: Analysis of the last sixth years. **AOM - 77th Academy of Management Annual Meeting**
11. BORINI, F. M., PEREIRA, R. M.; ROSSETTO, D. E. (2016) The Impact of Cooperation with Market and Research Partners on Product and Process Innovation of Brazilian Companies. **XL EnANPAD – Encontro da Associação de Pós-Graduação em Administração da Anpad**. Costa do Sauípe, BA, Brazil.
12. ROSSETTO, D. E., BORINI, F. M.; BERNARDES, R. C. (2016) Evolução das teorias de inovação: Uma análise da literatura dos últimos 60 anos. **SIMPOI – Symposium of Production, Operations and Innovation**.
13. PIRES, D. A.; ROCHA, T. V.; BORINI, F. M.; ROSSETTO, D. E., (2015) International Marketing in multinational company subsidiaries in Emerging Markets: a multidimensional approach. **24th Annual Consortium for International Marketing Research Conference, Austria**.
14. CARVALHO, F. C. A.; ROSSETTO, D. E.; BORINI, F. M.; FIGUEIREDO, J. C. B. (2015) Capacidade absorptiva e inovação: Um panorama da produção científica internacional entre 1990-2015. **IV SINGEP - International Symposium on Project Management, Innovation and Sustainability**, São Paulo, SP, Brazil.
15. PIRES, D. A.; ROCHA, T. V.; ROSSETTO, D. E.; BORINI, F. M., (2015) O impacto do Marketing Internacional em subsidiárias de multinacionais estrangeiras em Mercados Emergentes: Uma tipologia multidimensional. **XXXIX EnANPAD – Encontro da Associação de Pós-Graduação em Administração da Anpad**. Belo Horizonte, MG, Brazil.
16. CARNEIRO DA CUNHA, J. A.; ROSSETTO, D. E., (2013) Institutions and Cost-Benefit Analysis in an Informal Retail Market Network: An Intertemporal Perspective for Entrepreneur's Positioning Strategy. **XXXVII EnANPAD – Encontro da Associação de Pós-Graduação em Administração da Anpad**, Rio de Janeiro, RJ, Brazil.
17. CARNEIRO DA CUNHA, J. A.; ROSSETTO, D. E.; CORRÊA, H. L.; PASSADOR, J. L. (2008) Trust perceptions of the electronic commerce buyers in Brazil. **Academy of World Business, Marketing and Management Development**. Rio de Janeiro, RJ, Brazil
18. ROSSETTO, D. E.; CARVALHO, D. T. (2006) International Marketing Intelligence as a tool to reduce the information gaps of SMEs in Internationalization Process. **First Annual Workshop of Business Internationalization at University of São Paulo**, FEA/USP, São Paulo, SP, Brazil.

BOOKS

1. **ROSSETTO, D.E.**, DE CASTRO, P. and SILVA RABELO PEDROSO, T.C.D. [Eds] (2023). **Innovation, entrepreneurship and sustainability in a modern society + Non-Fungible-Tokens (NFT) and intellectual property**: The promise of digital security to our legal problems. Belo Horizonte: SKEMA Publika, 54 pages.
2. BERNARDES, R. C.; BORINI, F. M.; **ROSSETTO, D. E.**; MORAIS, R. P. (2018) **Innovation in Emerging Markets**. São Paulo: Editora Senac. 368p. (ISBN: 9788539623914). *Published in portuguese*

CHAPTERS

1. **ROSSETTO, D.E.** (2021). Knowledge and digital opportunities in overcoming crisis in the context of Pandemic: how to associate knowledge and creativity in the generation of low-cost digital frugal innovations? In: Essays on Digital Transformation and Knowledge Management. 1st ed. Brazilian Society of Knowledge Management, pp. 31-46.
2. **ROSSETTO, D. E.** *Inside-out Innovations (from the company to the market)*. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, Rafael Pereira Morais. (Org.). Innovation in Emerging Markets. 1ed.São Paulo: Senac Editora, 2018, v. 1, p. 233-235. (Chapter 5)
3. TARRACO, E. L.; GUEDES, C.; **ROSSETTO, D. E.** *Frugal Innovation*. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, Rafael Pereira Morais. (Org.). Innovation in Emerging Markets. 1ed.São Paulo: Senac Editora, 2018, v. 1, p. 237-254. (Chapter 5.1)
4. CARVALHO, F. C. A.; CAMARGO, A.; **ROSSETTO, D. E.** *Cost Innovation*. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, Rafael Pereira Morais. (Org.). Innovation in Emerging Markets. 1ed.São Paulo: Senac Editora, 2018, v. 1, p. 255-268 (Chapter 5.2)
5. **ROSSETTO, D. E.** *Shanzhai Innovation*. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, Rafael Pereira Morais. (Org.). Innovation in Emerging Markets. 1ed.São Paulo: Senac Editora, 2018, v. 1, p. 269-292. (Chapter 5.3)
6. **ROSSETTO, D. E.** *Outside-in Innovation*. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, Rafael Pereira Morais. (Org.). Innovation in Emerging Markets. 1ed.São Paulo: Senac Editora, 2018, v. 1, p. 297-300. (Chapter 6)
7. MONTEIRO, M.; **ROSSETTO, D. E.** *Grassroots Innovation*. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, Rafael Pereira Morais. (Org.). Innovation in Emerging Markets. 1ed.São Paulo: Senac Editora, 2018, v. 1, p. 301-311. (Chapter 6.1)
8. CAMARGO, F. A.; **ROSSETTO, D. E.** *Jugaad Innovation*. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, Rafael Pereira Morais. (Org.). Innovation in Emerging Markets. 1ed.São Paulo: Senac Editora, 2018, v. 1, p. 313-334. (Chapter 6.2)
9. PINHEIRO, T. G.; **ROSSETTO, D. E.** *Indigenous Innovation*. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, Rafael Pereira Morais. (Org.). Innovation in Emerging Markets. 1ed.São Paulo: Senac Editora, 2018, v. 1, p. 335-352. (Chapter 6.3)

LANGUAGES

English	Comprehends Well	Speaks Well	Reads Well	Writes Well
Spanish	Comprehends Well	Speaks Well	Reads Well	Writes Reasonably
Italian	Comprehends Well	Speaks Basic	Reads Well	Writes Basic
French	Comprehends Well	Speaks Basic	Reads Well	Writes Basic
Portuguese	Comprehends Native	Speaks Native	Reads Native	Writes Native

MEMBER OF THE ADVISORY COMMITTEE FOR GRANT AND FUNDING ALLOCATIONS

1. The Federal District Research Support Foundation (FAP-DF) – Brasília, Brazil

HONORS & AWARDS

- 2023 Winner of the SKWoL (SKEMA Pedagogy prize), Issued by SKEMA Business School, France**
- 2021 Young Researcher Award / Prêmio Jovem Pesquisador 2021** Issued by Brazilian Academy of Management (ANPAD) · May 2021
- 2020 Recognition award by its "contributions as reviewer" throughout the 2020 year** at INMR - Innovation and Management Review – An Emerald Journal
- 2020 Nominated as "Best Reviewer" at IX 3Es - Strategic Studies Meeting** from ANPAD.
- 2020 Awarded as Best Reviewer at the 2020** Academy of International Business Conference - Latin America and Caribbean Chapter - AIB-LAC 2020
- 2020 "Professor Pedro Valentim Marques" award** as the best postgraduate monograph made under my supervision, PECEGE/ESALQ/USP. (São Paulo, Brazil)
- 2019 Winner of the "Belmiro Siqueira Business" Award as the Best Business Administration Book of 2019** (as Org) with a prize of US\$ 3,600, CFA - Conselho Federal de Administração (São Paulo, Brazil).
- 2018 Nominated as "Best Paper of the Innovation Division"** at VII International Symposium on Project Management, Innovation and Sustainability (SINGEP), UNINOVE (São Paulo, Brazil)
- 2018 "Best Conference Paper from a PhD Thesis"** at the Innovation and Technological Management Symposium of (ANPAD) National Association of Graduate Studies and Research in Administration (São Paulo, Brazil)
- 2017 "Best Overall Conference Paper"** at VI International Symposium on Project Management, Innovation and Sustainability (SINGEP), Universidade Nove de Julho – UNINOVE (São Paulo, Brazil)
- 2017 "Best paper of Innovation Division"** at VI International Symposium on Project Management, Innovation and Sustainability (SINGEP), Universidade Nove de Julho – UNINOVE (São Paulo, Brazil)
- 2017 "Best Reviewer"** of the VI International Symposium on Project Management, Innovation and Sustainability (SINGEP), Universidade Nove de Julho – UNINOVE (São Paulo, Brazil)
- 2015 "Best Paper of Innovation Division"** at IV International Symposium on Project Management, Innovation and Sustainability (SINGEP), Universidade Nove de Julho – UNINOVE (São Paulo, Brazil)
- 2014 Nominated as "Best Reviewer** of the Innovation and Entrepreneurship Brazil Division" of SEMEAD – Business Administration Seminars/USP – University of São Paulo, São Paulo.
- 2004 Best Student** of the university [all courses] at UNOPAR –Northern Paraná University, offered by the Rotary Club
- 2004 Laureate Academy - Maxima cum laude** Awarded as the **Best Student** of class with GPA = 3,8 UNOPAR - Northern Paraná University.

GRANTS AND SCHOLARSHIPS [ABOUT US\$ 140,380.00]

1. PNPD – National Postdoctoral Program | Grant N° 021.535.379-08. **US\$ 52,373.16**
Coordination for the Improvement of Higher Education Personnel – CAPES, Ministry of Education, Brazil (2018/2020)
2. PSDE - Doctoral Program Sandwich Abroad | Grant N° 88881.131969/2016-01. **US\$ 11,244.00**
Coordination for the Improvement of Higher Education Personnel – CAPES, Ministry of Education, Brazil (2017)
3. PROSUP - Postgraduate Support Program for Private Education Institutions | Grant N° 021.535.379-08. **US\$ 76,190.47**
Coordination for the Improvement of Higher Education Personnel – CAPES, Ministry of Education, Brazil (2014/2018)
4. Assistance for enrollment in academic events [AOM 2017]: **US\$ 158.76**
Escola Superior de Propaganda e Marketing – ESPM, São Paulo, SP, Brazil
5. Assistance for enrollment in academic events [SIMPOI 2016]: **US\$ 158.76**
Escola Superior de Propaganda e Marketing – ESPM, São Paulo, SP, Brazil
6. Assistance for enrollment in academic events [SINGEP 2015]: **US\$ 158.76**
Escola Superior de Propaganda e Marketing – ESPM, São Paulo, SP, Brazil
7. Assistance for enrollment in academic events [SEMEAD 2015]: **US\$ 25.39**
Escola Superior de Propaganda e Marketing – ESPM, São Paulo, SP, Brazil

MEMBER OF EDITORIAL BOARD

2022 - Present	Associate Editor at Journal of Business Management (FGV/SP)
2015 - Present	Scientific Editor at Innovation & Management Review (INMR/USP)
2020 - 2022	Iberoamerican Journal of Entrepreneurship and Small Business (IBJESB/REGEPE)
2020 - 2021	Guest editor at Journal of Business Management (FGV/SP)
2021 - 2025	Guest editor at Brazilian Administrative Review (BAR)

REVIEWER FOR THE FOLLOWING JOURNALS

2007 - 2010	Journal: The Mackenzie Administration Journal - RAM
2012 - 2014	Journal: Brazilian Marketing Journal - Remark
2014 - Present	Journal: Internext - Review of International Business at ESPM
2015 - Present	Journal: Journal of Information Systems and Technology Management - USP
2015 - Present	Journal: INMR - Innovation & Management Review - RAI/USP
2015 - Present	Journal: Podium: Sport, leisure and tourism review
2016 - Present	Journal: Management & Planning (G&P)
2016 - Present	Journal: RBGN - Review of Business Management
2017 - Present	Journal: REGE USP - Journal of Enterprise Management
2018 - Present	Journal: Contextus - Contemporary journal of economy and management
2018 - Present	Journal: RGSA - Environmental and Social Management Journal
2018 - Present	Journal: International Journal of Management and Decision Making – IJMDM
2018 - Present	Journal: CADERNOS EBAPE/FGV
2018 - Present	Journal: International Journal of Innovation – IJI
2018 - Present	Journal: BAR – Brazilian Administration Review
2018 - Present	Journal: RAUSP – Journal of Management at University of São Paulo (USP)
2019 - Present	Journal: International Journal of Technology Management
2020 - Present	Journal: Journal of Cleaner Production
2020 - Present	Journal: Int. J. Business and Emerging Markets
2020 - Present	Journal: Open Sage
2020 - Present	Journal: International Journal of Healthcare Technology and Management
2020 - Present	Journal: Sustainability
2021 - Present	Journal: Technovation
2025 -Present	Journal: British Journal of Education Technology
2025 -Present	Journal: Creativity and Innovation Management
2025 -Present	Journal: Corporate Social Responsibility and Environmental Management

REVIEWER FOR THE FOLLOWING CONFERENCES

2012 – Present	AOM - Academy of Management
2013 – Present	EIBA - Annual Conference of the European International Business Academy
2013 – Present	EMAC - European Marketing Academy
2014 – Present	ESPM - International Business Congress/Symposium
2014 – Present	SemeAd - Administration Seminars from USP
2014 – Present	SINGEP – International Symposium on Project Management, Innovation and Sustainability
2014 – Present	SMS - Strategic Management Society
2014 – Present	CIMaR - Annual Consortium for International Marketing Research Conference
2016 – Present	AIB-LAC - American International Business, Latin American Chapter
2016 – Present	ENANPAD - Administration Meeting from ANPAD
2016 – Present	SIMPOI - Symposium on Production, Logistics and International Operations Administration
2017 – Present	AMA – Summer/Winter AMA Conferences

TEACHING EXPERIENCE (21 YEARS)

2019 - Present	Associate Professor of Global Innovation and Entrepreneurship <i>SKEMA Business School, Belo Campus, Belo Horizonte, MG, Brazil (English is the official institution language)</i> All courses taught in English for BBA, Master's and Ph.D. classes: <ul style="list-style-type: none">▪ BBA [Fall 2019] MKBUS.3350 - Marketing Strategy (45 hs)▪ BBA [Fall 2019] MSC.TRCM2.OTCOR.0036 - Generating Value for Business in Brazil (20 hs)▪ BBA [Fall 2020/21] BAC.EAINA.OTPAC.1000 Entrepreneurial Ecosystem Project (100 hs)▪ BBA [Fall 2021] BAC.EAINA.LGENG.1002 Academic Research and Writing II (45 hs)▪ MSc [Fall 2020/21/22/23/24/25] PGE.FINM1.HRCOR.0344 Innovation Management and Creativity (18 hs)▪ BBA [Spring 2020/21] BAC.EAINA.OTPAC.1000 Entrepreneurial Ecosystem Project (100 hs)
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- MSc [Spring 2020/21/22/23/24/25] MSC.IMBM2.MKCOR **Product Management and Operational Marketing** (110 hs)
 - Multicampus Course Coordinator. This is a hybrid course delivered in Lille, Paris, Sophia Antipolis (France), Suzhou (China), Raleigh (USA), and Belo Horizonte (Brazil)
 - MSc [Spring 2021/22] MSC.IMBM2.MKELE.0148/ **Marketing in an Emerging Society** (60 hs)
 - BBA [Fall 2023] BAC.EAINA.OTPAC.1000 **People and Project** (100 hs)
 - BBA [Spring 2024] BAC.EAINA.ISCSE.3750 **AI for Business** (45 hrs)
 - MSc [Spring 2024] IMBD Program: **Design Thinking** (18 hrs)
- Administrative services**
- **BBA [Spring 2020] Brazilian Drones Market (UAVs Class I) Analysis project coordinator**
 - **International Marketing and Business Development MSc Program Coordinator**
 - **SKEMA Social Ventures Lab - Global Research Coordinator**
 - **Master's Course Leader – Innovation Management and Creativity (Global Multicampus MSc Course)**
 - **Project Coordinator (Airbus, Helibrás, Filarmônica, Inter Bank, BDMG Bank, Roquette, Natura, etc.)**
- 2020 - Present **Global Visiting Professor of Entrepreneurship and Innovation**
EGADE Business School, Tecnológico de Monterrey, Nuevo Leon, Mexico
 Entrepreneurship Department – Monterrey
Classes taught in English (Masters level) courses:
- Fall 2020/2021/2022/2023 EM3004 - Leadership for Entrepreneurial Development (48 hs)
 - Spring 2020/2021/2022/2023 – EM3004 - Leadership for Entrepreneurial Development (48 hs)
 - Spring 2024 – EM-2014: Entrepreneurial Leadership (20hrs)
 - Spring 2024 – EM-1009: Business Model Innovation (20hrs)
 - Spring 2024 – EM-1010: Business Innovation Projects (20hrs)
 - Fall 2024 - EM-1010: Business Innovation Projects (20hrs)
- 2017 - Present **Visiting Professor Research Fellow** (*Unremunerated position*)
University of Texas at El Paso, UTEP, Texas, USA
- Contributing giving some lectures once a year per one week (face-to-face) **taught in English** (BBA, MSc and PhD) courses as guest professor, for disciplines/themes like (1) **International Business**, (2) **Global Innovation**, (3) **Emerging Markets**, (4) **Social Innovation**, (5) **Frugal Innovation**; (6) **Scale Development and Measuring**; (7) **Scientometrics and SNA**
- 2018 - 2019 **Postdoctoral Research Fellow**
The University Center of FEI, São Paulo, SP, Brazil
Innovation Management Department – Supervised by Prof. Dr. Roberto Carlos Bernardes
- Courses taught for MSc and Ph.D. classes:
 - **Innovation Management**
 - **Advanced Research Methods: Social Network Analysis, Systematic Literature Review and Meta-Analysis.**
- 2018 - 2019 **Guest Professor** (*Unremunerated position*)
Escola Superior de Propaganda e Marketing, ESPM, São Paulo, SP, Brazil
- Courses taught for MSc and Ph.D. class: **Innovation in Emerging Markets**
- 2014 - 2018 **Assistant Research Professor**
Escola Superior de Propaganda e Marketing, ESPM, São Paulo, SP, Brazil
- Present Research and Development, Innovation Research Group in International Environment.
 - Research Projects: Epistemology Issues in the Social Sciences
 - Research Projects: The Impact of the Institutional Set Distance and External Networks in Entering the Innovation Strategies of Foreign Subsidiaries
- 2015 – 2019 **Guest Professor**
University of the Vale do Itajaí, UNIVALI, Itajaí, SC, Brazil
- Executive MBA in International Management, and Global Projects, Level: Graduate / Specialization
 - Courses Taught: **Innovation for Multinational Companies**
- 2012 – 2017 **Guest professor**
Foundation Research for Development of Administration, Accountancy, and Economy, Fundace, Brazil
- Executive MBA in Business Management, Level: Graduate / Specialization.
 - Courses Taught: (1) **Personal Marketing**, and (2) **Research Development and Market Scenario Analysis**
- 2011 – 2013 **Guest professor**
University Anhanguera Educational, Uni-Anhanguera, Valinhos, SP, Brazil
- Executive MBA in Marketing, Level: Graduate / Specialization
 - Courses Taught: (1) **Market Management and Marketing Strategies**
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- 2012 – 2014 **Adjunct Professor**
Paulista University, UNIP, Ribeirão Preto, SP, Brazil
- Executive MBA in Strategic Management and Market Intelligence, Level: Graduate / Specialization
 - MBA Courses Taught: (1) **Strategic Marketing**, and (2) **Consumer Behavior Analysis and the Shopper**
 - Teaching in Social Communication course - Marketing & Propaganda, Level: Undergraduate
 - Undergraduate Disciplines Taught: (1) **Consumer Psychology**; (2) **Composition and Visual Design**; (3) **Composition and Graphic Design**; (4) **Product Management and Pricing**; (5) **Sales and Distribution Management**; (6) **Composition and Graphic Design**; (7) **Theory and Communication Technique**; (8) **Strategic Marketing Planning**; (9) **Director of Advertising Art**; (10) **Creation Workshop**; (11) **Brand Building**; (12) **Language Workshop**; (13) **Strategic Planning**; (14) **Experimental Design**.
- 2013 – 2014 **Guest Professor**
Rio Branco Integrated Faculties, FIRB, São Paulo, SP, Brazil
- Executive MBA in Marketing, Level: Graduate / Specialization
 - Courses Taught: (1) **Marketing Information System**, (2) **Market Analysis**, and (3) **Entrepreneurship and Business Plan**
- 2009 – 2012 **Assistant Professor**
Municipal Institute of University Education at Victor Cardassi, IMESB, Bebedouro, SP, Brazil
- Teaching at Business Administration, and Advertising & Marketing courses, Level: Undergraduate
 - Courses Taught: (1) **Consumer Behavior and Marketing Research**, (2) **Market research**, (3) **Services and Retail Management**; (4) **Consumer Behavior and Marketing Research**, (5) **Entrepreneurship and Business Plan**, (6) **Marketing Introduction**, (7) **Methods and Techniques for Scientific Research**, (8) **Sales and Merchandising Promotion**, (9) **Ad creation**, (10) **Advertising on the Internet**, (11) **Techniques of Directed Communication**, (12) **Marketing Decisions**, (13) **Marketing Strategies**, (14) **Business & Strategic Marketing Management**, (15) **Innovation, and Entrepreneurship**, (16) **International Marketing**.
- 2011 – 2011 **Guest Professor**
University Octávio Bastos Fondation – UNIFEOB, São João da Boa Vista, SP, Brazil.
- Executive MBA in Marketing, Level: Graduate / Specialization
 - Courses Taught: (1) **Pricing Strategy to Market**
- 2006 – 2009 **Assistant Professor**
University of Ribeirão Preto, UNAERP, Ribeirão Preto, SP, Brazil
- Undergraduate and Graduate Assistant professor in the following programs: "Business Administration", "International Relations", "Foreign Trade" and "Tourism and Hospitality"
 - Courses Taught: (1) **Information Management**; (2) **Services Administration**; (3) **Discipline Elective II (International Marketing)**; (4) **International Negotiations**; (5) **Organization, Systems and Methods**, (6) **Strategic Planning**, (7) **Market Management III**, (8) **Seminars of specialization in International Relations and Foreign Trade**; (9) **Marketing Management II**; (10) **Business Policy**; (11) **Locations and Services Marketing**; (12) **International Marketing**; (13) **Innovation & Entrepreneurship**
- 2005 – 2006 **Intern Assistant Professor**
Faculty of Economy, Business and Accountancy at University of São Paulo, USP, Ribeirão Preto, Brazil
- Teaching in Business Management program, Level: Undergraduate
 - Participation as a guest contributor member of the FEA International Office (Internationalization Committee of FEA-RP / USP) for marketing issues.
 - During the master's program, I have taught the following courses: (1) **Integrated Information Systems**; (2) **Information Systems and Marketing Research**; (3) **Marketing II**; and (4) **Consumer Behavior** as part of the educational improvement program, being awarded a scholarship for the first semester of the program (January to July 2006).
- 2005 – 2005 **Assistant Professor**
University of Northern Paraná, UNOPAR, Londrina, PR, Brazil.
- Teaching in Marketing & Propaganda program, Level: Undergraduate
 - Courses Taught: (1) **Production and Graphic Design**; (2) **Marketing Management II**; (3) **International Marketing**; (4) **Creation II**. However, I had to moved myself in the middle of semester by has been approved in my Master of Science degree out of state.
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ACADEMIC SERVICES EXPERIENCE (20 YEARS OF EXPERIENCE)

- 2015 - Present **Research Center Director / Founder & Chief Executive Officer (CEO)**
Glin²Tech.org – Global Institute of Innovation and Technology Management for Emerging Markets
- Founded and lead an **international research and innovation institute** dedicated to advancing knowledge in **innovation and technology management**, with particular emphasis on **emerging and resource-constrained contexts**.
 - Provide **strategic leadership and institutional governance**, defining research agendas, partnerships, and long-term development priorities.
 - Coordinate **global research networks** involving academics, industry practitioners, and policy-oriented stakeholders across multiple countries.
 - Design and oversee **research programs, applied studies, and knowledge-transfer initiatives** linking academic research with **industrial, technological, and societal challenges**.
 - Promote the **development, dissemination, and application of evidence-based frameworks** in innovation management, frugal innovation, and technology strategy.
 - Support **capacity building**, including doctoral and early-career researcher development, and foster **international scientific collaboration**.
 - Act as a strategic **interface between research, industry, and policy**, contributing to ecosystem development and the translation of research into **practical and scalable impact**.
- 2022 - Present **Associate Editor**
Journal of Business Management – RAE/FGV
- Serve as **Associate Editor** for a leading peer-reviewed journal in business and management.
 - Coordinate the **editorial and publication process** for manuscripts in **innovation management and related areas**.
 - Manage the **peer-review workflow**, including reviewer selection, assignment, monitoring, and quality control.
 - Evaluate reviewer reports and **formulate editorial recommendations**, supporting final publication decisions in coordination with the Editor-in-Chief.
 - Contribute to maintaining **editorial rigor, ethical standards, and publication quality** aligned with international academic benchmarks.
- 2021 - Present **Member, Advisory Council**
Harvard Business Review
- Serve as a **member of the Harvard Business Review Advisory Council**, advising editorial leadership on **emerging global trends** in business, innovation, and management.
 - Provide **expert strategic input** to inform content direction and identify **high-impact topics** relevant to a global executive audience.
 - Evaluate research insights and practitioner ideas for **relevance, rigor, and managerial applicability**.
 - Contribute to **bridging leading-edge academic research and contemporary management practice**, supporting HBR's mission of evidence-based executive thought leadership.
- 2016 - Present **Associate Editor**
Innovation & Management Review – INMR/USP (by Emerald Publishing)
- Serve as **Associate Editor** for a peer-reviewed international journal published by Emerald.
 - Coordinate the **editorial and publication process** for review and bibliometric manuscripts in innovation and management.
 - Manage the **peer-review workflow**, including reviewer selection, assignment, follow-up, and evaluation of review reports.
 - Assess reviewer feedback and **formulate editorial recommendations**, supporting final publication decisions in coordination with the Editor-in-Chief.
 - Contribute to maintaining **editorial quality, methodological rigor, and ethical standards** across published articles.
- 2019 - Present **SKEMA Social Ventures Lab Global Research Coordinator**
SKEMA Ventures Incubator and Accelerator from SKEMA Business School
- Serve as **Global Research Coordinator** for the Social Ventures Lab, leading research-driven initiatives that support **social ventures, entrepreneurs, and market-oriented projects** developed by SKEMA students and alumni worldwide.
 - Head and coordinate **lab activities** focused on fostering social entrepreneurship, innovation-driven ventures, and impact-oriented business models within the incubator and accelerator ecosystem.
 - Coordinate **global research outputs** from SKEMA faculty across multiple international campuses, integrating academic research with **applied tools, frameworks, and methodologies** for venture development.

- Translate research insights into **practical teaching materials, decision-support tools, and innovation frameworks** to enhance mentoring, acceleration, and venture success rates.
- Act as a **bridge between research, education, and entrepreneurial practice**, ensuring that scholarly knowledge is effectively transformed into actionable value for incubated and mentored projects.

2020 - 2025

Track Chair #10 – Research and Teaching Methods and Techniques in Innov. and Entrep.

Innovation, Technology, and Entrepreneurship Division – ENANPAD 2020-2025, Brazilian Academy of Business

- Served as **Track Chair** for a multi-year period, providing **scientific and editorial leadership** for research on innovation and entrepreneurship pedagogy and methodology.
- Coordinated the **peer-review, selection, and acceptance processes** for track submissions, ensuring methodological rigor and thematic alignment.
- Managed key **conference editorial and operational processes**, including the publication of proceedings (annals) and the organization of presentation sessions.
- Oversaw **reviewer coordination and workflow management**, supporting timely and high-quality evaluations.
- Led the **selection of best papers**, award nominations, and **fast-track recommendations** for journal publication.
- Contributed to the **continuous development and academic positioning** of the track within a major national academic conference.

2020 - 2002

Track Chair – INOV – Innovation and Strategic Aspects of the Knowledge Management

Brazilian Conference of Knowledge Management

- Served as **Track Chair** for the INOV track, overseeing the **scientific and editorial governance** of submissions related to innovation and strategic knowledge management.
- Coordinated the **peer-review, selection, and acceptance process** for track submissions, ensuring academic rigor and thematic coherence.
- Managed key **conference processes**, including publication of the proceedings (annals), scheduling of presentation sessions, and coordination of registrations.
- Supervised the **editorial preparation of conference materials**, including printed proceedings and official certificates.
- Led the **selection of best papers**, award nominations, and **fast-track recommendations** for journal publication.

2020 - 2022

Editor-in-Chief

REGEPE / Journal of Entrepreneurship and Small Business (REGEPE)

- Served as **Editor-in-Chief** of a peer-reviewed academic journal focused on entrepreneurship, innovation, and small business research.
- Led and coordinated the **entire editorial and publication process**, ensuring academic rigor, ethical standards, and timely decision-making.
- Oversaw the **peer-review system**, including reviewer selection, assignment, monitoring, and quality control of review reports.
- Supervised and guided **Adjunct Editors**, providing directions on manuscript evaluation and editorial recommendations.
- Made **final editorial decisions** on manuscript acceptance, revision, or rejection, in alignment with the journal's scope and quality standards.
- Strengthened **editorial governance and operational workflows**, contributing to the consistency, credibility, and academic impact of the journal.

2018 - 2019

Member, Scientific Committee & Proceedings Editor

16th SGBED – The Society for Global Business & Economic Development | XII ESPM International Conference

- Served as **member of the Scientific Committee and Proceedings Editor** for an international academic conference.
- Managed the **conference website and digital communication channels**, supporting authors, reviewers, and participants.
- Coordinated **thematic tracks and fast-track journal indications**, aligning submissions with conference and publication standards.
- Oversaw **reviewer management and peer-review workflows**, ensuring rigor, transparency, and timely evaluations.
- Supervised **editorial and publication processes**, including the preparation and publication of the conference proceedings (annals).
- Organized the **scientific program**, including scheduling presentation sessions and managing registrations.
- Coordinated the **production of printed materials and certificates**, ensuring institutional quality and consistency.

- 2018 - 2020 **Adjunct Editor**
Iberoamerican Journal of Entrepreneurship and Small Business
- Served as **Adjunct Editor** for a peer-reviewed academic journal focused on entrepreneurship, innovation, and small business research.
 - Coordinated the **editorial and publication process** for manuscripts in innovation and entrepreneurship, ensuring adherence to academic and ethical standards.
 - Managed the **peer-review workflow**, including reviewer selection, assignment, follow-up, and evaluation of review reports.
 - Assessed reviewer feedback and **formulated editorial recommendations**, supporting final publication decisions in coordination with the Editor-in-Chief.
 - Contributed to the **quality, consistency, and timeliness** of editorial decisions and journal outputs.
- 2016-2017 **Adjunct Coordinator**
11th ESPM International Management Conference / 11th International Symposium of Management and Marketing
- Served as **Adjunct Coordinator** for an international academic conference in Management and Marketing.
 - Managed the **conference website and digital communication**, ensuring timely dissemination of information to authors, reviewers, and participants.
 - Coordinated **thematic tracks and fast-track journal indications**, aligning submissions with conference and publication standards.
 - Oversaw **reviewer management and editorial workflows**, supporting the integrity and efficiency of the peer-review process.
 - Supervised **all editorial and publication processes**, including the preparation and publication of the conference proceedings (annals).
 - Organized the **scientific program**, including scheduling presentation sessions and managing registrations and subscriptions.
 - Coordinated the **production of printed materials and certificates**, ensuring consistency, accuracy, and institutional quality.
- 2016-2016 **Core Coordinator of Innovation Management and Technology division**
XIX SEMEAD – Business Administration Seminars from University of São Paulo, USP
- Served as **Core Coordinator** for the Innovation Management and Technology Division of a major international academic conference.
 - Led the **organization and governance of the division**, including structuring thematic tracks and managing the scientific program.
 - Coordinated **conference sessions**, appointing session chairs, co-chairs, and discussants, and ensuring academic quality and schedule compliance.
 - Supported the **peer-review and presentation process**, contributing to the rigor and scholarly impact of the division.
- 2015 - 2021 **Assistant Editor**
Internext – Review of International Business at ESPM
- Served as **Assistant Editor** for a peer-reviewed academic journal in International Business.
 - Managed the **manuscript submission and peer-review system**, including reviewer assignments and workflow coordination.
 - Coordinated the **editorial review process**, liaising with authors, reviewers, and editors to ensure timely and rigorous evaluations.
 - Oversaw the **publication workflow**, supervising editorial assistants and ensuring adherence to schedules and quality standards.
 - Contributed to the **journal’s visual identity and layout updates**, improving article presentation and brand consistency.
 - Ensured compliance with **publisher requirements and international academic assessment standards**, supporting the journal’s indexing and quality benchmarks.
- 2006 - 2007 **Faculty Coordinator - UNAERP Junior Enterprise (Division coordinator)**
University of Ribeirão Preto, UNAERP, Ribeirão Preto, SP, Brazil
- Served as **faculty coordinator** of the Junior Enterprise, leading a comprehensive **organizational restructuring and financial turnaround**.
 - Implemented governance, operational, and financial reforms that **eliminated outstanding liabilities** and restored financial sustainability, resulting in a **positive cash balance at the end of the term**.
 - Designed and supervised **experiential learning projects**, enabling students to deliver applied services under academic supervision.
 - Coordinated the delivery of **market analyses, feasibility studies, financial analyses, strategic planning, business plans, branding development, and market research** for internal university stakeholders and community partners.
 - Promoted **academic events, technical visits, and community-oriented initiatives**, strengthening student engagement and institutional visibility.

- Mentored and supervised multidisciplinary student teams, ensuring **methodological rigor, professional standards, and learning outcomes** across all activities.

LATEST PROFESSIONAL EXPERIENCE (LAST 27 YEARS)

2005 – Present **Founder and CEO**

D. Edwards Strategic Intelligence Consulting Group, São Paulo, Brazil.

- Lead and design **strategic research and innovation intelligence programs** supporting multinational organizations operating in **technology-intensive and R&D-driven industries**.
- Conduct **advanced market, technology, and competitive intelligence analyses** to inform **R&D prioritization, technology roadmapping, and innovation investment decisions**.
- Coordinate and supervise **quantitative and qualitative research projects**, including industry studies, foresight analyses, and international benchmarking of **emerging technologies and advanced manufacturing practices**.
- Advise senior leadership teams on **innovation strategy, R&D governance, and technology commercialization pathways** in global and emerging-market contexts.
- Support organizations in the **translation of research outputs into scalable business and industrial applications**, with emphasis on efficiency, cost reduction, and innovation under constraints.
- Design and manage **innovation and entrepreneurship initiatives**, including the evaluation of new technologies, pilot projects, and early-stage ventures linked to industrial ecosystems.
- Collaborate with international partners, academic institutions, and industry stakeholders on **cross-border research initiatives, technology assessment, and innovation ecosystem development**.
- Provide strategic guidance on **digital transformation, AI adoption, sustainability-driven innovation, and advanced production systems**, aligned with long-term industrial and technological competitiveness.
- Act as a **bridge between academic research, industrial R&D, and market application**, supporting decision-making at the interface of science, technology, and commercialization.
- Structure and oversee **multi-stakeholder research and innovation projects**, integrating researchers, engineers, and industry partners across different national contexts.

2005 – 2012 **Operational Director / COO**

Mercadotecnia – Institute of Research, Intelligence and Market Analytics, Ribeirão Preto, São Paulo, Brazil.

- Directed and coordinated **large-scale research and intelligence operations**, overseeing the full research lifecycle from study design to data analysis and reporting.
- Led the execution of **advanced business, market, and sectoral analyses**, supporting strategic decision-making for clients operating in competitive and technology-driven environments.
- Designed and supervised **quantitative and qualitative research methodologies**, including questionnaire development, sampling strategies, and mixed-method research frameworks.
- Managed **research project planning, execution, and delivery**, ensuring methodological rigor, quality control, timelines, and resource optimization.
- Provided **methodological supervision and validation**, guaranteeing data reliability, analytical robustness, and compliance with scientific and professional research standards.
- Oversaw **operational research activities**, including fieldwork coordination, data collection processes, and quality assurance mechanisms.
- Recruited, trained, and supervised research teams, including analysts, field researchers, and interviewers, building organizational research capacity.
- Conducted and supervised **statistical analyses and applied data modeling**, translating complex datasets into actionable insights.
- Led and moderated **focus groups and in-depth qualitative studies**, integrating behavioral, cognitive, and contextual insights into research outputs.
- Prepared **technical reports and executive presentations**, communicating research findings to senior management and stakeholders.
- Contributed to the **development of new research products, services, and market expansions**, supporting organizational growth and diversification.

2003 - 2005 **Co-founder and Executive Director**

Association of Advertising and Marketing Professionals – APP, Maringá, Brazil

- Co-founded and led a professional association dedicated to the **advancement, qualification, and continuous technical development** of advertising and marketing professionals.
- Designed and coordinated **knowledge development and dissemination initiatives**, including professional training programs, short courses, forums, conferences, and technical workshops.
- Led **analytical and trend-monitoring activities** related to advertising, marketing, and communication practices, producing insights on market evolution and professional standards.
- Oversaw the development of **publications, position papers, and technical materials** addressing strategic and ethical issues relevant to the profession.
- Managed the organization and governance of **professional, social, and cultural events**, strengthening community engagement and institutional visibility.

- Coordinated **communication and outreach campaigns** aimed at key stakeholders, partners, and the broader professional ecosystem.
- Provided **technical guidance and institutional support** to initiatives of strategic interest to the profession, including the design and implementation of **recognition and award programs**.
- Built and maintained partnerships with educational institutions, industry organizations, and public entities to **strengthen the professional and innovation ecosystem**.

2005 - 2005

Marketing Director

Ortobom Mattresses Industry and Manufacturing S/A. Paraná, Brazil

- Led **strategic marketing planning and execution** for a large-scale industrial manufacturing company operating through an extensive franchise network.
- Oversaw **pricing strategy, merchandising, and sales coordination** across approximately **240 franchised retail units** in the states of Paraná and Santa Catarina.
- Provided **strategic advisory support to franchisees**, aligning local execution with corporate growth objectives.
- Designed and implemented **promotional strategies and discount policies** based on market intelligence and performance analytics.
- Conducted **market and competitive analyses**, producing strategic reports to support business analytics, demand forecasting, and decision-making.
- Contributed to **strategic growth initiatives**, resulting in an approximate **3% increase in market share** within the managed territory.

2001 - 2005

Founder and CEO

Heads Brazil Center of Marketing Intelligence S/A. Londrina, Brazil

- Founded and led a market intelligence and advisory firm delivering **strategic consulting and applied research** for organizations across **business, industrial, political, and governmental sectors**.
- Designed and executed **market and competitive analyses** to identify opportunities, support institutional positioning, and inform **strategic planning and decision-making**.
- Led **strategic marketing and brand development initiatives**, including brand creation, portfolio positioning, and integrated communication strategies.
- Conducted **quantitative and qualitative research programs**, such as perception and opinion studies, feasibility and market viability analyses, product and concept testing, acceptance studies, and public communication assessment.
- Managed and supervised **data collection, analysis, and interpretation**, translating research findings into actionable strategic recommendations.
- Delivered **in-company training programs and executive education courses**, strengthening organizational capabilities in market intelligence, strategy, and decision-making.

2003 - 2004

Deputy City Manager of Communication and Strategic Affairs

City of Sarandi, Sarandi, Paraná, Brazil - Government

- Led and coordinated **municipal communication and strategic affairs**, overseeing all official communication processes across government departments.
- Produced **analytical reports based on business analysis, market intelligence, and public research studies** to support executive decision-making at the municipal level.
- Managed **media relations and strategic negotiations** with print, radio, and television outlets, ensuring coherent public positioning and effective information dissemination.
- Supervised the **design, production, and quality control of official communication materials**, ensuring consistency with government strategy and public policy objectives.
- Planned and coordinated **institutional events, public ceremonies, and official engagements**, representing the municipality in high-visibility contexts.
- Designed, implemented, and analyzed **public opinion surveys and perception studies**, supporting evidence-based communication and policy positioning.
- Developed and executed **strategic government communication plans**, aligning messaging with administrative priorities and societal expectations.
- Provided direct advisory support to the Mayor during **high-level meetings and public engagements**, contributing to strategic positioning and stakeholder relations.
- Delivered **executive training and coaching** to senior officials, including the Mayor and municipal secretaries, in **public speaking, media interaction, and on-camera communication**.

1999 - 2001

Marketing and Project Management Director

Hidrogeron Group - Industry and Manufacturing of Equipment for Environmental Sanitation Inc., Paraná, Brazil

- Led **marketing, communication, and branding strategy** for an industrial manufacturer specializing in **environmental sanitation equipment**.
- Supervised the **development and production of communication and technical materials**, ensuring alignment between product features, industrial capabilities, and market positioning.
- Coordinated **product design and brand management activities**, working closely with engineering, design, and creative teams.

- Managed the company's **digital presence**, including website and early online communication channels, supporting institutional visibility and client engagement.
- Directed **project management activities**, coordinating on-site implementation of product concepts and supporting the deployment of industrial solutions in operational environments.
- Conducted **market and sector analyses**, producing reports to support strategic positioning, product development decisions, and commercial planning.

1999 - 2001

Co-Founder and Art Director

ByBrasil – Marketing and Communication Integrated Ltd, Maringá, Paraná, Brazil.

- Co-founded and directed the **creative and design operations** of an integrated marketing and communication firm.
- Led the **conceptual development of visual and communication materials**, defining layout structures, visual identity, typography, graphics, imagery, and multimedia elements.
- Managed **client accounts and creative projects**, ensuring delivery within established budgets, timelines, and quality standards.
- Coordinated cross-functional teams, working closely with **creative, copywriting, production, and technical staff** to translate client requirements into coherent communication solutions.
- Presented and defended **design concepts and final layouts** to clients, incorporating feedback and ensuring strategic alignment with project objectives.
- Reviewed and approved **artwork, copy materials, and production proofs**, maintaining consistency, accuracy, and professional quality across deliverables.

OTHER RELEVANT INFORMATION

- Regularly featured in **magazines, radio, and television interviews**, contributing expert commentary on innovation, entrepreneurship, management, and related topics.
- **Founder & CEO of the Inline Skate Club**, a non-profit sports association dedicated to promoting **well-being, quality of life, social inclusion, environmental awareness, and community engagement** through voluntary initiatives.
- **Former competitive athlete** in Inline Speed Skating and Downhill disciplines; **Brazilian Inline Speed Skating Champion (2012)** in the 3,000m short track (Master category); **Vice-Champion** in the 500m and **Third Place** in the 3,000m street track at the Brazilian National Championships (Master category, 2012).
- **Former Scout Leader (Volunteer)** at the 59th São Paulo Scout Group *Aimorés* (2008–2013);
- **Former Boy Scout (Golden Lis distinction)** at the 4th Paraná Air Scout Group *Brigadeiro Eppinghaus* (1990–1997).
- **Former Volunteer Scout Leader**, Boy Scouts of America, Yucca Council – Polaris District (April–November 2017), at El Paso, TX, USA.
- **Former Volunteer Consultant**, Fab Lab El Paso (April–November 2017), providing advisory support in **innovation, entrepreneurship, applied technology initiatives, additive manufacturing, etc.** at El Paso, TX, USA

SAMPLE OF COURSES TAUGHT & TEACHING EVALUATION SAMPLE

Level	Courses / Disciplines	Average Students Evaluation/Period
<u>Undergrad.</u>	▪ AI for Business (Spring 2024)	4.96
	▪ Digital Marketing (Fall 2009-2012)	4.58
	▪ Brand Building (Winter 2012-2013)	4.67
	▪ Business Policy (Fall 2006, 2007-2008)	4.50
	▪ Composition and Visual Design (Fall 2012-2013, Spring 2012-2013)	4.54
	▪ Consumer Behavior (Fall 2005)	4.53
	▪ Consumer Behavior and Marketing Research (Fall and Spring 2009-2012)	4.67
	▪ Consumer Psychology (Fall 2012-2013, Spring 2012-2013)	4.65
	▪ Creation II (Spring 2005)	4.74
	▪ Creation Workshop (Summer 2012-2013)	4.57
	▪ Director of Advertising Art (Fall 2012-2013, Spring 2012-2013)	4.49
	▪ Discipline Elective II - Innovation and R&D (Fall 2006-2008, Spring 2007-2009)	4.59
	▪ Entrepreneurship and Business Plan (Fall 2009-2012, Spring 2009-2012)	4.59
	▪ Information Management (Spring 2007-2009)	4.55
	▪ Information Systems and Marketing Research (Fall 2006, Spring 2006)	4.70
	▪ Innovation & Entrepreneurship (Fall 2006-2008, Spring 2007-2009)	4.66
	▪ Innovation and Entrepreneurship (Fall 2009-2012, Spring 2009-2012)	4.68
	▪ Integrated Information Systems (Fall 2006, Spring 2006)	4.57
	▪ International Marketing (Fall 2006-2012, Spring 2005-2012)	4.61
	▪ International Negotiations (Fall 2006-2008, Spring 2007-2009)	4.67
	▪ Introduction to Marketing (Fall 2009-2012, Spring 2009-2012)	4.63
	▪ Language Workshop (Summer 2012, Winter 2013)	4.67
	▪ Locations and Services Marketing (Fall 2006-2008, Spring 2007-2009)	4.52
	▪ Market Management III (Spring 2007-2009)	4.70
	▪ Marketing research (Fall 2009, 2012, Spring 2009, 2012)	4.56
	▪ Marketing Decisions (Fall 2010, 2011, Spring 2010, 2011)	4.60
	▪ Marketing II (Fall 2006, Spring 2006)	4.68
	▪ Marketing Management II (Fall 2006-2008)	4.59
	▪ Marketing Strategies (Fall 2010, 2011, 2019, Spring 2010, 2011)	4.63
	▪ Methods and Techniques for Scientific Research (Fall 2010, 2012, Spring 2010, 2012)	4.62
	▪ Organization, Systems and Methods (Fall 2007, 2008)	4.49
	▪ Experimental Design (Fall 2012, 2013)	4.62
	▪ Product Management and Pricing (Fall 2012, 2013, Spring 2012, 2013)	4.59
	▪ Production and Graphic Design (Spring 2005)	4.50
	▪ Publicity Creation (Spring 2009-2012)	4.56
	▪ Retail, and Services Management (Fall 2009, 2011, Spring 2009, 2011)	4.66
	▪ Sales and Distribution Management (Fall 2012, 2013, Spring 2012, 2013)	4.59
	▪ Sales and Merchandising Promotion (Fall 2009-2012, Spring 2009-2012)	4.60
	▪ Seminars specialization in Int. Relations and Foreign Trade (Fall 2006/08, Spring 2007/09)	4.62
	▪ Services Management (Spring 2008, 2009)	4.67
	▪ Services Management and Retail (Fall 2009, 2011, Spring 2009, 2011)	4.61
	▪ Strategic Marketing Management & Business (Fall 2009, 2011, Spring 2009, 2011)	4.61
	▪ Strategic Marketing Planning (Fall 2012, 2013, Spring 2012, 2013)	4.72
▪ Strategic Planning (Fall 2006-2013, Spring 2007-2013)	4.61	
▪ Techniques of Directed Communication (Fall 2010-2012, Spring 2010-2012)	4.61	
▪ Theory and Communication Technique (Fall 2012)	4.47	
<u>Graduate Courses</u> <i>MBA's</i> <i>Master's</i> <i>Ph.D.</i>	▪ Product development and operational marketing (Spring 2020-2026) – Master's and Ph.D.	4.78
	▪ Innovation Management (Fall 2018-2025 / Spring 2018-2026) – Master's and Ph.D.	4.43
	▪ Innovation in Emerging Markets (Fall 2018/2023) – Master's and Ph.D.	4.62
	▪ Consumer Behavior Analysis and the Shopper (2014)	4.57
	▪ Entrepreneurship and Business Plan (2013, 2014)	4.70
	▪ Innovation for Multinational Companies (2015-Present)	4.61
	▪ Market Analysis (2013-2014)	4.54
	▪ Market Management and Marketing Strategies (2011-2013)	4.66
	▪ Personal Marketing (2012-2017)	4.60
	▪ Research Development and Market Scenario Analysis (2012)	4.50
	▪ Strategic Marketing (2014)	4.78
	▪ System Marketing Information (2013, 2014)	4.60