**BRAZIL-FLORIDA INNOVATION FORUM**

May 20, 2020 - VIRTUAL CONFERENCE

**ABOUT OUR SPEAKERS**

PROGRAM MODERATOR:

**GUILHERME POTENZA,**Partner, Veirano Advogados

Guilherme co-leads Veirano Advogado’s venture capital practice in Brazil. He assists several successful Brazilian and foreign startups and tech companies, as well as VC and CVC funds. He was one of the most active VC lawyers in the country in 2017, 2018 and 2019, being elected as “rising star” by Leaders League. He is a member of ABVCAP and Co-Chair of the Brazilian Chapter of Stanford Law School. He holds a JD from University of São Paulo, [LL.M.’s](http://ll.m.xn--s-ihn/) from Insper and Stanford Law School and authors several articles and books on M&A and venture capital.

**RONALD BARCELLOS,** CEO, GreenMile

Ronald’s career in developing new markets and business for global supply chain and logistics software companies spans more than 15 years. In 2012, Ronald co-founded GreenMile to provide companies worldwide with a suite of solutions to optimize logistics planning and provide real-time visibility over route execution — ultimately improving efficiency and increasing profits. Ronald has since helped GreenMile become a leader in the logistics software market. GreenMile is headquartered in Orlando, Florida.

**RODRIGO BERNARDINELLI,** CEO, Digibee

Rodrigo is an entrepreneur with more than 20 years of experience in Corporate IT Solutions, accumulated during his tenure at CA Technologies, IBM and HP. Together with [Peter Kreslins Junior](https://www.linkedin.com/in/peterkreslins) and [Vitor Sousa](https://www.linkedin.com/in/vitor-sousa), he founded Digibee, a company that believes in a simple and agile world, with stronger human interactions through digital channels. Digibee is a Hybrid Integration Platform to understand your data flows, connect your systems, expose your systems through microservices in a secure way to the world and doing it lean. Digibee platform is the NO CODE integration platform for the enterprise, architected to run efficiently in the cloud and event driven to the digital world. [Digibee](https://www.linkedin.com/company/godigibee/) is headquartered in São Paulo with North America office located in Sunrise, Florida.

**CARLOS F. BREMER,** VP of Knowledge and Research, Brain4Care

Carols F. Bremer, VP of Knowledge and Research at [brain4care](https://www.linkedin.com/company/braincare-health-technology/), a Brazilian healthtech company responsible for the development and commercialization of an innovative system for monitoring intracranial pressure in a non-invasive way. Carlos earned his Ph.D. in Mechanical Engineering from the University of São Paulo (USP) - São Carlos campus, with Post-Doctorate at the University of Technology in Aachen, Germany. Carlos was a professor at USP São Carlos from 1992 to 2001 and then created Axia Value Chain, a Value Chain Management consultancy. The company grew to 140 consultants, when it was sold in 2012 to Ernst Young where he remained as a consulting partner at EY until December 2019. Since January 2020, he has been globally responsible for knowledge management and research at brain4care where he is also one of the angel investors. He also worked as an executive at IBM Brasil, Deloitte and Siemens.

**RICARDO PERO,** CEO, SellersFunding Corp.

With more than 20 years of experience in Corporate Treasury and Wealth and Asset Management, Ricardo is an investor and advisor to companies in the US and LatAm. A former Director in Leading Financial Institutions such as JPMorgan, Citigroup & Merrill Lynch, he earned an MBA in Finance from Columbia University.  
  
 Ricardo Pero likes to describe his business as an online funding for Amazon sellers. In other words, SellersFunding provides funding for e-commerce sellers to run successful businesses.

**MIKE ROMERI,** CEO, Analytics2Go

Mike has an extensive background in consulting and operations as well as in entrepreneurship and innovation in the technology sector. Since graduating from Harvard University with an MBA and a BA in economics and history, he has held several executive roles with manufacturing and software companies, including Senior Vice President of Flextronics’ Europe; CEO and Managing Partner at OPS Rules (acquired by Accenture in 2016); Managing Director at Accenture Analytics; and Executive Vice President for Business Development at Emptoris. He was also a partner for many years at the high-tech management consulting firm of Pittiglio Rabin Todd and McGrath (PRTM). The firm was later acquired by PricewaterhouseCoopers. Mike has been active in the venture-capital community as well—as a partner at Converge Venture Partners and its predecessor, Common Angels Ventures, since 2004.

**ALEXANDRE SONCINI,** North America General Manager, VTEX

Alexandre Soncini has 20 years of experience in the digital commerce industry and is passionate about the retail transformation. He participated in hundreds of omnichannel commerce projects helping companies with digital transformation strategy. Co-Founder of VTEX e-Commerce Cloud Software, Alexandre has led the company to expand in the Latin American region, which currently is the market leader. Soncini is based in Fort Lauderdale, FL leading the NorthAmerican operations.  
  
 A prolific international speaker at major digital commerce events held in Latin America, he also teaches at the most renowned universities in Brazil. For two years, Alexandre coordinated the e-commerce platform committee of the Brazilian Chamber of Electronic E-Commerce. He earned his B.S. in Computer Engineering from FEI, a Master’s degree in Project Management from UNIBTA and attended the Executive Education - General Management Program at Harvard Business School.

**CAROLINA STROBEL,** Operating Partner, Redpoint eventures

A Brazilian tech ecosystem innovator with more than a decade of experience, Carolina is the Operating Partner of the Brazil-based VC firm Redpoint eventures.

Strobel has vast experience in Brazil’s startup and innovation ecosystem. She previously served as the Legal Director of Intel Capital for Latin America, Intel Corporation’s investment arm for venture capital, private equity and M&A activity. She also worked as Director of Innovation at Restoque, responsible for proprietary technologies, new business models and digital transformation.  
  
 She holds a master’s degree in International Business Law from the University of Sheffield, U.K. and a bachelor’s degree from the Federal University of Paraná School of Law. In the past, Strobel was an advisor to ABVCAP (Brazilian Association of Venture Capital and Private Equity). She is currently an Advisor to Anjos do Brasil.