**BRAZIL BUSINESS FORUM, MIAMI EDITION**

**January 29, 2020 - Akerman LLP**

MEET THE SPEAKERS

Forum Keynote

**AMBASSADOR JOÃO MENDES PEREIRA**

Consul-General of Brazil in Miami

A career diplomat for 28 years, Ambassador João Mendes Pereira took over the position as Consul-General of Brazil in Miami on October 11, 2018.  Prior to that, Ambassador João Mendes Pereira was the Head of Protocol at the Ministry of External Relations.

Ambassador João Mendes Pereira also served Brazil at the Brazilian Mission to the European Union.Before that, he was the Director of the Department of Latin American Integration Association (ALADI) and Regional Economic Integration, and the Coordinator of Economic Affairs for South America.

Born in Brasilia, he graduated in International Relations at the University of Brasilia.

**FELIPE BERER**

Partner and Brazil Desk Chair, Akerman LLP

Felipe Berer is a partner at the law firm of Akerman LLP in Miami, Florida. Recognized as a go-to lawyer on Brazil and international trade regulation, for more than 18 years Felipe has advised multinational companies and investors doing business in the United States, Brazil, and throughout Latin America. His work focuses on inbound Brazilian investment in the United States, outbound U.S. investment into Brazil and Latin America, M&A matters, cross-border disputes, international trade law and policy in the United States, Brazil and Latin America, international contracts, trade and anti-corruption compliance, and government affairs in Brazil. Felipe’s clients include Fortune 500 companies and some of the largest and most successful corporations in Brazil and Latin America.

Dual-licensed in the United States and Brazil, Mr. Berer has considerable experience assisting Brazilian companies navigate the U.S. legal system. He also advises clients on a wide variety of Brazilian law matters, especially in connection with investments and transactions in Brazil, and regularly counsels U.S. companies and investors seeking to enter the Brazilian market. Felipe is a former president of the Brazilian-American Chamber of Commerce of Florida, and an Alumnus Fellow of Georgetown University’s Institute of International Economic Law.

**KATHRYN ROONEY VERA**

Head of Global Macro & Chief Investment Strategist,

Managing Director, Bulltick Capital Markets

Kathryn is the Head of Global Macroeconomic Research and Strategy at Bulltick Capital Markets. As chief strategist, she is responsible for the development of global investment strategies for Bulltick’s institutional clients, using her top-down macroeconomic analyses of the developed and emerging markets. Her work is comprehensive, yet digestible, offering global perspectives, in addition to detailed country analyses. Bulltick’s global research includes pointed trading recommendations, and always provides specific actionable advice. Macroeconomic research is published monthly, bi-weekly and when market or news events warrant diagnosis. Kathryn’s research consistently produces notable calls.

Prior to joining Bulltick in 2008, Kathryn served as an economist and strategist at Bear Stearns in Emerging Markets Fixed Income Research, where she covered the Latin American region. She also worked on the buy-side as sovereign analyst at MetLife Investments where she conducted in-depth economic analyses on emerging markets, working closely with the portfolio manager on asset selection and portfolio allocations.

Kathryn is adjunct professor at the University of Miami where she teaches Global Economics.

Kathryn is a frequent contributor to financial news television networks, such as CNBC, CNN en Español, Bloomberg Television, CNN International, Fox News and Fox Business.

Kathryn holds her Master’s in Business degree, specializing in Economics and Finance, from New York University’s Stern School of Business. She earned her Bachelor of Arts Degree in Economics and Spanish literature from Rutgers University in New Jersey where she graduated Magna Cum Laude. She also studied at the University of Valencia in Spain.

**ALEXANDRE SONCINI**

Co-Founder and North America General Manager

VTEX - The True Cloud Commerce Platform

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, he has led the  company to expand in the Latin American region, which currently is the market leader.  Soncini is based in Fort Lauderdale, Florida leading the  North American 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, he 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.

**GERALD BLAKE LEE**

Founder, Chairman and CEO

Modern Logistics

Gerald Blake Lee is a visionary entrepreneur and business executive with extensive experience in the growth and management of successful start-up ventures.  Mr. Lee is the Founder, Chairman and CEO of Modern Logistics based in São Paulo which he incorporated in 2012. Four years prior, he co-founded Azul Airlines, Brazil’s third largest airline where he created the corporate structure, negotiated and closed the US$235M initial investment and acquired financing for the Company

In 2003 to 2008 he held several roles at JetBlue Airways including Vice President of Business Development, Director Corporate Finance.

Mr. Lee’s extensive experience with JetBlue and Azul coupled with his legal and business background gave him the necessary insight to discern the market opportunity for the launch of Modern Logistics.Company’s main financial backer, DXA Investments, has provided capital for Modern Logistics in Brazil.

He earned a J.D. degree from the University of Virginia School of Law and graduated with a bachelor of science degree in accounting from New York University.

**OSCAR DECOTELLI**

Founder, Managing Partner and CEO

DXA Investments

Oscar Decotelli is the Managing Partner and Chief Executive Officer of DXA Investments which he co-founded in 2012 and manages U$ 200 million for a select group of  wealthy families.

Prior to his tenure with DXA, Mr. Decotelli was a successful manager of private equity and capital development while a partner with VBI Investments (managing U$ 2.5billion) from 2009 through 2012. He was a partner at Opus Investimentos from 2005 through 2009, where he specialized in business development and international investment. Mr. Decotelli has been involved with private equity investment, hedge fund management and risk management practices for more than 20 years. He  received an MBA from the Getulio Vargas Foundation and a Bachelor's Degree in Economics from the Pontifical Catholic University of Rio de Janeiro.