

About the Speakers

Murillo de Aragão, Ph.D., *Adjunct Professor of International and Public Affairs, Columbia University - SIPA, Founder, Political Consultancy, Arko Advice*

Murillo de Aragão is CEO and Founder of Arko Advice, a company he established in 1982 in Brasília. He is also a lawyer and Adjunct Professor of International and Public Affairs at Columbia University (SIPA). He is a Council Member of the Presidency of the Republic of Brazil and President of the Social Communication Council of Brazil's National Congress. Mr. Aragão is a Columnist for several Brazilian newspapers, such as Brasil Econômico, O Tempo, O Liberal, and O Estado de São Paulo, as well as for Istoé magazine. He has authored dozens of articles and political studies published in Brazil and abroad, as well as numerous books including Reforma Política: O Debate Inadiável and Grupos de Pressão no Congresso Nacional. He has given over 200 lectures around the globe, including at the British Parliament, BM&F Bovespa, and the Brazilian Chamber of Commerce for Great Britain. From 2006-15, Mr. Aragão was a member of the Council of Economic and Social Development of the Presidency of the Republic of Brazil, alongside other influential members of the Brazilian civil society. Mr. Aragão holds a Master in Political Science and a Ph.D. in Sociology (University of Brasília).

Marcelo Coutinho, *Board Member, BITES and Coordinator of the Executive MBA Program, FGV EAESP*

Marcelo Coutinho is a professor of Strategy and Associate Dean of the Executive MBA at Fundação Getúlio Vargas (FGV), a leading business school in Brazil. He was Director of Market Intelligence and Consumer Insights for Terra Networks (largest Internet portal in Latin America), CEO, Director of New Ventures, Director of Analytics and Marketing at several companies at IBOPE Group (leading market research company in Latin America), Visiting Fellow at the International Technologies Group at Harvard University, Research Director of Zoom Media Group (U.S. based media company), marketing manager and assistant editor of international economy at Agência Estado, the first real-time business information company in Brazil (interviewed The Dalai Lama and Noam Chomsky, among others). Marcelo presented dozens of lectures on Marketing, Internet and Data Strategy at the Cannes Advertising Festival, the World Congress of Public Opinion Research and the International Advertising Association and is author of several book chapters on Internet and Communication, including the ones about Brazil in the first and second edition of the Global Information Technology Report, published by the World Economic Forum. He holds a Ph.D. in Sociology and BA on Communication from the University of São Paulo, BA on Business from FGV and is also a member of the Technical Committee on Media of the Brazilian Council of Advertising Agencies (CENP).

Eduardo Loyo, *Partner and Member of the Board of Directors, BTG Pactual*

Eduardo Loyo is a partner and a member of the Board of Directors of BTG Pactual. He joined the firm as its chief economist in 2007, prior to which he served as an executive director of the IMF (2005-2007) and as a deputy governor of the Central Bank of Brazil (2003-2005). He was also a member of the faculties of Harvard's John F. Kennedy School of Government and the Pontifical Catholic University of Rio de Janeiro. He holds an economics Ph.D. from Princeton University.