I Seminar on *Crowdsourcing* - Opportunities and Challenges

Centro de Estudos Sociedade e Tecnologia | Universidade de São Paulo | São Paulo, Brasil

April 27th, 2017

Production Engineer, Master and Doctor degree in Engineering by Polythecnic School of University of São Paulo, Brazil. Specialist in Industrial Administration by Scuola Superiore Meccanotessile e Tessile, Italy. Lead Assessor in Quality Systems Management for ISO 9000, QMI Management Institute, England. Visiting Researcher by Politecnico di Milano, Italy. Professor in Production Engineering Dept, Polythecnic School, University of São Paulo. Professor in the Design course, by Faculty of Architecture of University of São Paulo. Early professor in the Administration Faculty, University of São Paulo. Early executive in PriceWaterhouse Company and other Companies in Brazil .

Clovis Armando Alvarenga Netto

PhD Professor at Escola Politécnica da Universidade de São Paulo

Founding partner of Crowd Envisioning, General Manager of Mutopo Brasil and Founder of the Rethink Business Conference. She graduated in Communication from Universidade Federal de São Carlos with specialization in Image and Sound, and studied economics at Universidade Estadual de São Paulo. She has extensive experience in social production projects (Crowdsourcing), connecting several groups to meet challenges and engagements for clients of various sizes in the public and private sectors in Brazil. She actively participates in projects related to the development of the startup ecosystem in Brazil using startups' know how as means of innovation for large companies. Participated in the organization of São Paulo Startup Weekend and Startups Challenge at Campus Party. She is curently a Professor of CIC / ESPM and facilitator of SBG's Knowledge and Innovation Management education program.

Marina Miranda

General Director of Mutopo Brasil e Founding Partner of Crowd Envisioning

Has Computer Engineering degree from Escola Politécnica da Universidade de São Paulo. Founding Partner and Chief Technology Officer of Broota Brasil, a company that has a virtual platform that allows the direct contact between entrepreneurs that are seeking for capital and people who want to invest in innovative projects.

Daniel Sousa

Founding Partner and Chief Technology Officer of Broota Brasil

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Has been working for 15 years with development, database and software quality, currently working in the commercial operation and partnerships of Base2 and as a sponsor of projects involving processes and automation testing tools. In addition to Base2, Robert served as a lecturer at PUC-MG, supported the management of Fábrica Mineira de Software (Fumsoft / MG) and managed the research project of free collaborative software for the federal government with DCC / UFMG.

Robert Pereira

Founding Partner of Base2 and Crowdtastk

Has Mechanical Engineering degree from Rice University, and has worked at NASA's Johnson Space Center in Houston, Texas for 25 years. He started his career as an environmental control and life support systems flight controller for Space Station Operations. He then moved into flight software engineering where he developed delay tolerant communications software for the Space Shuttle and International Space Station. He began studying crowdsourcing communities in 2011 and joined the Center of Excellence for Collaborative Innovation as the deputy manager in 2013. He is currently working to infuse challenge and crowdsourcing innovation approaches at NASA and across the US federal government through the utilization of prize and challenge based methods to deliver innovative solutions.

Steven N. Rader

Deputy Manager of NASA's Center of Excellence for Collaborative Innovation

He has an engineer degree from Escola Politécnica da Universidade de São Paulo, Executive MBA from BSP / University of Toronto and Business Seminar at Harvard. He is author of 7 books in Portuguese, English and Spanish, and inventor with 3 deposited patents. After a successful career in multinational companies and international consultancies such as Accenture, Booz & Co, EY, P & G, Accor and having worked in 20 countries in America, Asia and Europe, he dedicated himself to entrepreneurship experiencing the creation of 5 companies (1 sold). He received 10 entrepreneurship awards, from entrepreneur of the year by "Big Business Big Business" to businessman of the year by Estadão PME. He brought to Brazil the movement for a more conscious capitalism. He co-founded the Conscious Capitalism Institute in Brazil and is the CEO of ResolvJá, an online platform for conflict resolution.

Thomas Eckshmidt

Founding Partner of Conscious Capitalism Institute Brazil

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Eduardo Bertassi

Researcher at Centro de Estudos Sociedade e Tecnologia da USP

Has Electrical Engineering (with emphasis in Computer Engineering) degree from Escola Politécnica da Universidade de São Paulo (2004) and an MBA in Project Management from Fundação Getúlio Vargas (2014). He was one of the Brazilian researchers who participated in the European Project INSTINCT (co-financed by the European Commission in the Sixth Framework Program for Research and Technological Development). He worked as software development coordinator for Société Générale Brazilian banking group (Banco Cacique and Banco Pecúnia) and Groupon Brazil. He is currently a master's student at Escola Politécnica da Universidade de São Paulo and his research is focused on developing systems for crowdsourcing.