



## BRAZIL DAY – SPEAKERS



**Yvette Sánchez, Prof.Dr.** Director of the Centre for Latin American Studies (CLS HSG) and chair of Hispanic Cultures and Literatures at the University of St.Gallen. Prof. Sánchez is engaged in several research projects on Latin American topics, especially on US Latinos. In the field of Interculturality, she is currently preparing, together with her HSG colleagues, a manual on *Intercultural Management and Marketing in the BRIC states*. [Yvette.Sanchez@unisg.ch](mailto:Yvette.Sanchez@unisg.ch)



**Barbara Fritz, Prof.Dr.** Since 2005 Assistant professor for Latin American Political Economy at the Latin American Institute of Freie Universität Berlin. 2001-2005 senior assistant in the area of Latin American Economy at the Institute for Iberoamerican Studies, Hamburg. 2001 doctorate in Economic Sciences, Freie Universität Berlin. From 1993 to 1999 various research activities. Received her degree in 1992, after studying Economics at the Universities of Tübingen, Unsinos (Brazil) and the Freie Universität Berlin. [BFritz@zedat.fu-berlin.de](mailto:BFritz@zedat.fu-berlin.de)



**Ernst von Kimakowitz, Dr.** is an independent professional providing consulting, advisory and executive coaching services in the corporate responsibility arena. He is a co-founder of The Humanistic Management Network, a think tank generating and disseminating knowledge on responsible business conduct, which also publishes the 'Humanism in Business Series' at Palgrave Macmillan. He holds a PhD from the University of St.Gallen and is the winner of the 2010 research prize awarded by the Fund for Latin American Studies at the University of St.Gallen. [EvKimakowitz@humanetwork.org](mailto:EvKimakowitz@humanetwork.org)



**Daniel Alves Maria** is executive manager in charge for Asset Liability Management at Banco do Brasil S.A. Previously, he worked for BB in the USA, Chile and England; in Brazil, in positions such as international treasurer and head of structure trade finance. He received his MBA from the University of Toronto/University of St.Gallen and holds a post-graduate degree in Finance and Business Administration by EASP/FGV. [Danielm@bb.com.br](mailto:Danielm@bb.com.br)



**Edinardo Figueiredo** got his degree at the Fundação Armando Alvares Penteado (São Paulo) in 1989, from where he stepped into banking business. In the nineties he held positions such as Sales Director and Senior Vice President in Investment Products, first at the ABN AMRO subsidiary Banco Real and then at Bank Boston. In the first decade of the 21<sup>st</sup> century, he took over as CEO at Itaú Bank in Luxemburg, he now left to occupy the parallel position in the newly admitted Itaú Switzerland. To widen his knowledge on banking issues, he is attending the IESE Business School of the University of Navarra. [Edinardo.Figueiredo@itau.ch](mailto:Edinardo.Figueiredo@itau.ch)



**Giovanni Vergani, Dr.** is graduate and PhD from ETHZ and actual Managing Director of Credit Suisse AG. Former responsible for Italian wealth management, he is now responsible for Brazil/Bahamas wealth management. [Gio.Vergani@credit-suisse.com](mailto:Gio.Vergani@credit-suisse.com)





**Alexander Luechinger** is the present Managing Director of First Climate (Switzerland) AG. He started to develop the first ever validated bilateral GHG abatement project world-wide in 1994. For the past fifteen years he has continued his operations in this field and expanded his geographical sphere of influence covering by now most of the GHG abatement technologies. Today he is responsible for sourcing, origination and project finance activities at First Climate.

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**Janaína Roque** is Director of Integration Consulting in Europe. She has more than ten years of experience in consulting, processing and managing projects and business development in Latin America, Europe, Africa and the US. Specialized in Marketing and Sales, she has carried out projects on Go to Market, Regionalization, Monitoring and Evaluation of Client Retention Models, Marketing Strategy and Sales Processes. Janaína Roque is a Sloan Fellow from London Business School, having completed her MSc In Strategy and Leadership in 2009.

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**Fernando Capra** holds a degree in Economics from São Paulo Catholic University and a followed extensive executive education programs at IMD, Lausanne. He joined Votorantim's Orange Juice Business Unit – Citrovita – in 1999 as commercial manager for Asia-Pacific with the mission to reorganize the sales and distribution network in that region, thus, increasing market share. In 2003 he was appointed Global Commercial Director, responsible for Sales, Marketing, Customer Service and International Logistics. The execution of the company's strategic plan aiming to triple its sales volume and consolidate as world's third biggest orange juice supplier was his main responsibility. *Fernando.Capra@citrovita.com*



**Gian-Carlo Aubry** is Vice President Operations for South America within Nestlé Zone Americas in Vevey, Switzerland. He is also a Board Member of Dairy Partners Americas (DPA), an important joint-venture between Nestlé and Fonterra. Prior to his position in Switzerland, he spent nineteen years in Latin America in different marketing and sales positions in Argentina, Chile, Panama and Brazil. His last assignment in Brazil was Head of the Dairy and Ambient Division, the most important division within Nestlé Brazil. He holds a BA in Political Science from the University of Geneva, Switzerland. *Giancarlo.Aubry@nestle.com*



**Jean-Max Baumer, Prof.Dr.**, was Professor of Economics until 2003 at the University of St.Gallen. From 1993 to 2001, he taught also as Guest Professor at the University Gabriela Mistral in Santiago de Chile during autumn holidays. He directed the Latin-American Institute of the University of St.Gallen from 1972 to 1992. Based on this reputation, he worked for Swiss, German and French Government agencies as well as for projects of the UNIDO. His publications cover a wide range of economic issues regarding Switzerland, many Latin-American countries and international economic affairs. *Jean-Max.Baumer@unisg.ch*





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**Angélica Rotondaro** is the representative of the University of St.Gallen hub office in São Paulo and a doctoral candidate at the Organization & Culture program. She is also a consultant for bridging projects between SMEs in Latin America and consumer markets in Europe. For the last eighteen years she was responsible for marketing, branding and sustainable development management in companies like Kodak, ABB, Bechtel and Holcim, with special focus in Latin American markets. [Angelica.Rotondaro@unisg.ch](mailto:Angelica.Rotondaro@unisg.ch)



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