



Harvard Brazil Alumni Impact Survey

Introduction

With the number of Harvard alumni from or living in Brazil on the rise, the local alumni community has an unprecedented opportunity to mobilize and leverage their unique network to support the University's mission as well as Brazil's social and economic development.

Taking a step in this direction, the Harvard Alumni Club of Brazil (HACB) and Harvard DRCLAS Brazil Office have conducted the Alumni Impact Survey¹ to help map out where our alumni are, what they are doing and how they impact society. While the survey does not showcase data for all alumni currently residing in Brazil, the data collected does provide solid inferences and present clear trends about our community, which is scattered across geographies, sectors and industries:

- **Most alumni have graduated recently and stay connected to Harvard:** 59% of respondents graduated between 2008-2018, while 22% graduated between 1998-2007. 70% have maintained engagement with the University since they graduated.
- **Our alumni are geographically concentrated:** Of the 85% of the respondents primarily living in Brazil, most live in São Paulo (66%), Rio de Janeiro (18%) and the Federal District (5%).
- **Most are working in the private sector (62%):** A considerable number have their primary occupation in government (13%), the academy (13%), and at non-profits (8%).
- **The majority of our alumni hold leadership positions:** 55% of respondents are owner, principle or executive level leaders. Considering those who are 35 years or older, the percentage is 66%.
- **Our alumni are highly entrepreneurial:** 54% of respondents who are 35 years or older have founded a company or organization. 42% of all respondents have worked for a start-up.
- **Most alumni are socially engaged and tend to “give back”:** Over the past 10 years, 65% of the respondents have volunteered and 67% have served as a mentor. 56% believe they've made a significant contribution to their community or society since graduating from Harvard.
- **Harvard is attracting and identifying talent from all walks of life:** 26% of the survey respondents were first-generation college students.

The pages that follow provide more comprehensive information about the survey results. We were impressed by the alumni responses and believe Harvard and Brazil have much to benefit from a more connected and cohesive local alumni network. We hope that, by learning more about our community, you'll agree and help us continue to strengthen our bonds going forward.

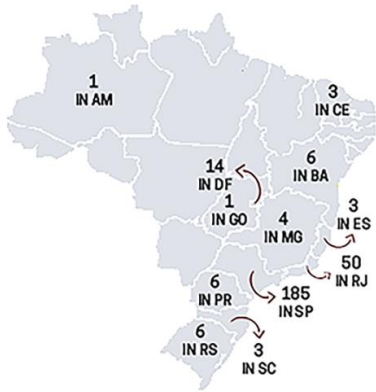
[*Alumni who have not yet taken the survey can do so here.](#)

¹337 total responses, 314 complete responses. Responses collected between October 2017 and May 2019. 279 respondents are Brazilian and 58 are non-Brazilians living in Brazil.

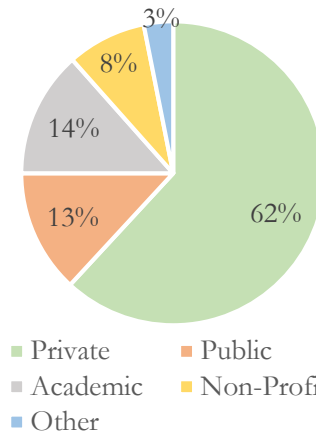


Overview

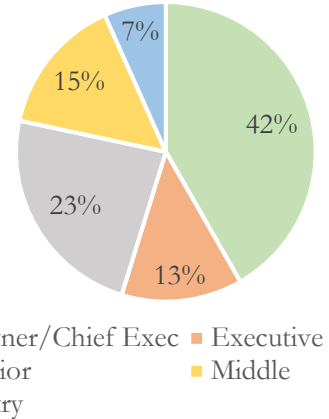
Location²



Sector



Level

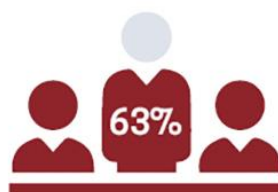


Industry	#	% Total	Industry	#	% Total
Financial Services	41	14%	Consulting	5	2%
Law/Legal Services	32	11%	Environmental	4	1%
Higher Education	32	11%	Retail	4	1%
Basic Education	25	9%	Hospitality/Tourism/Travel	4	1%
Business Services	13	5%	Architecture/Urbanism	4	1%
Politics/Public Policy/Advocacy	11	4%	Telecom	3	1%
Computer Science/Technology	11	4%	Biotech/Pharmaceutical	2	1%
Manufacturing	10	4%	Engineering	2	1%
Communications/Marketing/PR	9	3%	Multilateral	2	1%
Agriculture	8	3%	Entrepreneurship	2	1%
Information Technology	8	3%	Sports/Entertainment	2	1%
Government: Federal	6	2%	Transportation	2	1%
Government: State/Municipal	6	2%	Family Office	2	1%
Science	5	2%	Energy	2	1%
Food/Beverage	5	2%	Other	18	6%
Real Estate	5	2%			

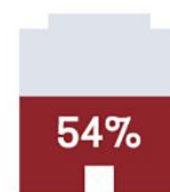
Leadership and Entrepreneurship: Of the respondents 35 years or older...



are owner/principal
or executive level
leaders



have served
on a board
of directors



have started
a company or
organization

² Respondents living abroad: US (36), UK (5), Switzerland (4), China (2), Chile (2), Colombia (1)



Leaders in Focus

Adriana Gonçalves Moreira (PhD '93)

Senior Environmental Specialist, World Bank



Dr. Gonçalves Moreira founded and served as the first president of the Institute for Amazonian Research (IPAM); created in 2002 and managed the Amazon Region Protected Areas Program (ARPA), the largest tropical forest conservation program in the world, which encompasses a network of 117 protected areas with over 60 million hectares of Brazilian Amazon forests under conservation; in 2015 started the Amazon Sustainable Landscapes Program (ASL), a basin-wide program that currently involves 5 projects in Brazil, Colombia and Peru; and started and managed the largest effort for coastal and marine protection in Brazil, which recently led to the creation of 92 million hectares in new marine protected areas. She has been nominated as the Global Leader for Biodiversity.

Barbara Ulrike Schmidt-Rahmer (MBA '93)

Founder, Rede Vencer Juntos



Barbara Schmidt Rahmer is a social entrepreneur who founded Vencer Juntos, a not-for-profit program to promote entrepreneurship and local community-managed revolving funds (Fundos Rotativos Solidários) in low-income communities in the interior of Brazil's Northeast Region. Since 2003, Vencer Juntos supported the creation of 800 micro businesses in 120 municipalities of Brazil and helped the local entrepreneurs to organize themselves in eight local associations that took over the self-management of their revolving funds. Barbara has become one of Brazil's leading practitioners on revolving funds and solidarity finance. The Vencer Juntos methodology was certified as a social technology by the Banco do Brasil Foundation in 2014.

Sergio Gusmão Suchodolski (LLM '07)

President, Banco de Desenvolvimento de Minas Gerais (BDMG)



Sergio Suchodolski assumed the Presidency of BDMG in April, 2019, at a moment in which the State of Minas Gerais suffers a severe financial crisis. He has cited financial discipline, structural change and increasing productivity through embracing technology and innovation as key components to Minas' development. From 2017 to 2019, Suchodolski was the General Director of Strategy and Partnerships for the New Development Bank (known as the "Bank of the BRICS") in Shanghai. Previously he served as Chief of Staff at BNDES – the Brazilian Development Bank, where he chaired the Management Committee of Bank, as Vice President for Corporate Development at Arlon Capital Partners, as Chief Foreign Policy Advisor of the Casa Civil (Executive Office of the President of Brazil). He is a board member of the Osesp Sinfonic Orchestra of the State of São Paulo and the Jewish Museum of São Paulo.



Leading Private Innovation

The Harvard alumni community in Brazil consists of an impressive array of highly innovative and entrepreneurial leaders. Most have opted to build their careers in the private sector.

188 respondents (63%) have either started a company or organization or worked for a start-up.

Companies founded by survey respondents (select list):

- | | |
|--------------------------------|--|
| ▪ 3G Capital | ▪ Lance! |
| ▪ 4K Investimentos | ▪ Leblon Equities |
| ▪ ABA Global Education | ▪ Lemon Bank |
| ▪ AdvisBancorp | ▪ Lund Group of Associated Publishers |
| ▪ Aqua Capital | ▪ MAYA Capital |
| ▪ Art&Science Publishing House | ▪ McD Brazil |
| ▪ Astra Solar | ▪ MeSeems |
| ▪ Auerbach Group | ▪ Momo Gelato |
| ▪ Avante | ▪ NetQuant, |
| ▪ Axxon Group | ▪ Outback Brazil |
| ▪ Apex Partners S/A | ▪ Pagafácil |
| ▪ Banco Bracce | ▪ Patagon.com |
| ▪ Banco Garantia | ▪ Paulista Corporate Space |
| ▪ Bravia Capital | ▪ Perto S.A. |
| ▪ CanaVialis Biotech | ▪ Promon |
| ▪ Curriculum.com.br | ▪ Pluraliza Consultoria |
| ▪ DrConsulta | ▪ Pluricell Biotech |
| ▪ Eclipse Software | ▪ Printi.com |
| ▪ Ezlearn | ▪ Quantum Web Consultin |
| ▪ Genes Renewable Power | ▪ Remer Villaça & Nogueira Intellectual Property |
| ▪ GRT Partners | ▪ Starbucks Brazil |
| ▪ Helloo Midia | ▪ Submarino.com |
| ▪ i9sol | ▪ tradr |
| ▪ Impar Consultoria no Agro | ▪ VBI Real Estate |
| ▪ InDev Capital | ▪ Venture Partners do Brasil |
| ▪ Investshop | ▪ Vision Brazil Investments |
| ▪ Itacare Capital Partners | ▪ Vogel Telecom |
| ▪ KR Capital | |
| ▪ Labi Exames | |

Additional measures of innovative thinking:

- 15** Applied or co-applied for a trademark
- 12** Created an original architectural or engineering design that was built or implemented
- 10** Applied or co-applied for a patent
- 10** Own or co-own a copyright
- 9** Developed an original clinical or therapeutic technique in use beyond your own institution or practice setting



Improving Public Policies and Services

The number Harvard alumni working in government is relatively small. Even so, the survey shows that our alumni are helping to strengthen Brazil's public sector.

50 respondents (16%) led the development, introduction and dissemination of a policy or legislation leading to changes at the municipal, state, national and/or international level.

5 respondents ran for public office³ and 3 have been elected⁴:

- Marcos Cintra Câmara Municipal de São Paulo (2 times); Câmara dos Deputados
- Ivo Gomes Assembleia Legislativa do Ceará (2 times); Prefeito de Sobral (CE)
- Tabata Amaral Câmara dos Deputados

42 respondents (13%) have held an appointed government position⁵, including (select list):

- Ana Paula Martinez Head of the Antitrust Division of the Ministry of Justice
- Andrea Zamur São Paulo's Municipal Secretariat for Human Rights and Citizenship
- Carlos Klink National Secretary for Climate Change
- Carlos Paiva Secretário Nacional de Fomento e Incentivo a Cultura
- Clarissa Macea Law Clerk for the Supreme Court of Brazil
- Claudio Haddad Director of the Brazilian Central Bank
- Cristina Possas Secretary of the National Biosafety Commission
- Décio Fabricio da Costa Director-general, Nat. Agency of Petroleum, Natural Gas & Biofuels
- Denis Mizne Chief of Staff of the Minister of Justice
- Diogo Santana Deputy Minister of General-Secretariat of the Presidency
- Ephim Shluger President of IPLAN-RIO (Urban Planning Institute of Rio de Janeiro)
- Francisco Almeida e Silva Secretary of Finance - Rio de Janeiro City Hall
- Ivo Correa General Counsel of the Presidential Staff Office
- Jorge Marques Leandro Secretary of International Affairs - Planning Ministry
- Kalil Cury Filho Secretário de Desenvolvimento Econômico do Estado do Paraná
- Lucia Dellagnelo State Secretary of Sustainable Economic Development, Santa Catarina
- Robert Christopher Lund Chair, Planning Ministry's Foreign Investors Group
- Teresa Pontual Director of Curriculum at the Ministry of Education

Additional forms in which alumni have been involved in the public sector:

38 Served on a local government board or committee

42 Worked on a political campaign

³ We are aware of 7 additional alumni that have run for Office. A total of 10 ran in the 2018 elections.

⁴ Renan Ferreirinha (Deputado Estadual, RJ) and Tiago Mitraud (Deputado Federal) also took office this year.

⁵ A few appointed officials out of our sample are Raquel Dodge (Procuradora-Geral da República), Susana Cordeiro Guerra (Presidente IBGE) and Patricia Ellen da Silva (Secretária de Desenvolvimento Econômico, SP).



Strengthening Civil Society

Harvard alumni in Brazil tend to be socially engaged and “give back”. While 13% of the respondents work in the non-profit sector and an equal percentage in academia, most are active members of civil society that contribute in one form or another. Over the past 10 years:

- 210** Served as a mentor (67%)
- 205** Served as a volunteer (65%)
- 122** Served as a board member of a nonprofit organization (39%)
- 169** Believe they’ve made a significant contribution to their community or society at large (56%)

Social impact organizations founded and/or led by survey respondents (select list):

- | | |
|---|---|
| ▪ Atlas Politico | ▪ Instituto Samuel Klein |
| ▪ Artemisia | ▪ Instituto Sidarta |
| ▪ Associação Saúde Criança Responder | ▪ Instituto Sociedade, População e Natureza |
| ▪ Avenues São Paulo | ▪ Instituto Sou da Paz |
| ▪ BRASA - Brazilian Students Association | ▪ Instituto Razão Social |
| ▪ Brazilian Institute for Meritocracy | ▪ Latin America Oral Health Association |
| ▪ Cidadão Pró-Mundo | ▪ MGov |
| ▪ CIEB – Centro de Inovação para a Educação Brasileira | ▪ Move Rio |
| ▪ Circular Economy Innovation Center | ▪ Movimento Acredito |
| ▪ Colegio Einstein Assis | ▪ Movimento Futuro |
| ▪ Center of innovation for Brazilian Education | ▪ Movimento Mapa Educação |
| ▪ Cruzada Pró-Infância | ▪ Partners for Public Security of Rio |
| ▪ Fundação Darcy Vargas | ▪ Partido NOVO |
| ▪ Fundação do Câncer | ▪ Prep Program (now part of Fundação Estudar) |
| ▪ Fundação Getúlio Vargas | ▪ Project Access Brazil |
| ▪ Fundação Lemann | ▪ Projeto Brasil |
| ▪ Fundação Maria Cecília Souto Vidigal | ▪ Projeto Dom Helder |
| ▪ Haddad Foundation | ▪ Rede Vencer Juntos |
| ▪ ICOM - Community Foundation for Greater Florianópolis | ▪ RenovaBR |
| ▪ Insper | ▪ SITAWI |
| ▪ Instituto Brasileiro de Governança Corporativa | ▪ Social Good Brazil |
| ▪ Instituto Criança é Vida | ▪ Teto |
| | ▪ TNH Health |
| | ▪ Viva Rio |

Producing Knowledge and Culture

- 121** Authored or co-authored an article in a peer-reviewed scholarly journal or book or presented at a peer-reviewed conference.
- 50** Authored a published non-fiction book (including text books or manuals)
- 15** Created or produced a play, performance, film, television program, musical score, recording or performance that was staged, broadcast or performed for an audience
- 6** Authored a published book of fiction or poetry
- 5** Created or produced visual art (e.g. paintings, photographs etc.) that was publicly exhibited or published in a book or catalogue



Select Prizes and Awards

Innovation and Entrepreneurship

- "Entrepreneurial Endeavor of the Year" awarded by Intermarket (2009)
- "Lawyer of the Year - 40 and under" at 2016 and 2014 Global Competition Review Awards
- Avante - 2018 B Corp Best for the World honoree
- BeyondBanking prize for SITAWI
- One of my investments (Cetip) was awarded deal of the year in 2006 by Latin Finance
- Platts Global Metals Awards for innovation breakthrough, 2015
- Best performance company - Exames Melhores e Maiores
- Institutional Investor Top 3 Latin America Healthcare CEO, GE Healthcare President's Club
- Recognized by Brazilian Magazine as one of the world's impact entrepreneurs
- Chosen as mentor of the year at Endeavor numerous years.
- GSG Millennial Impact Entrepreneur 2016; Folha Empreendedor Social 2016 Finalist
- 2017 Cannes Young Lion - Marketer – Brazil; various awards for Ad Campaigns
- Int'l Finance Corporation Award: 1 of 50 startups that are changing the future of Latin America
- Long Time Achievement Award, granted by Latin Lawyer Magazine and by Chambers Global
- WASH Media Award, Exxon Prize; Petrobras Prize, José de Alencar Prize (CNI, Brazil)

Public Service

- Melhores Práticas da Administração Pública Federal
- Medalha de mérito desportivo militar
- Journalistic award for coverage of civil aviation crisis in Brazil
- Medalha Merito Estado do Maranhao; Lideranca do Agronegocio por tres anos consecutivos
- Medalha do Pacificador, Exército Brasileiro, 2009
- 2 Medals of merit awarded by the Brazilian Navy; 1 Medal of honor awarded by SOAMAR

Upcoming Leaders: Women, Youth

- Selected to be one of 80 women that will participate in a women-only expedition to Antarctica in 2018
- Honorary Citizen of Rio de Janeiro, Prominent Women of the State of Rio de Janeiro
- One of the four Brazilians selected by the Obama Foundation to attend inaugural summit in Chicago
- RAPS Youth; "Makes Difference" Prize of O Globo (Society/ Education Category); GEF Global Shaper; McKinsey's Next Generation Women Leader Award; One Young World Ambassador
- World Economic Forum Young Global Leader selected in 2013

International

- Order of Timor-Leste
- Medal from ANRS Agence Nationale pour la Recherche du SIDA et des Hepatites Virales
- Chevalier de L'Ordre Nationale du Merite, France, 2009

Academic

- Alumni of the Year (2018), Harvard Business School
- IADR Women in Science Award for Distinguished Female Mentor
- Peggy and Richard Musgrave Prize, International Institute of Public Finance
- Bunge Foundation Young investigator prime; Sanofi Pasteur Medical Advance award.
- Brazil's National Education Merit Order
- Brazil Presidential Medal of Science
- Commendation from the Brazilian National Order of Scientific Merit, 2000; Roquette Pinto Medal from the Brazilian Anthropological Association, 2014



Select Testimonials

- “Built the largest and most successful full service restaurant chain in Brazil. Employed more than 50,000 young people in restaurant business, most of whom as their first job.”
- “Improved Management methods in Brazil; Increased Harvard/Brazil relations; Financed over 1500 young students in their studies.”
- “I conducted cost-effectiveness analysis of the all new vaccines that were incorporated in the National Immunization Program.”
- “Developed a social finance methodology that was certified as a social technology by the Fundação Banco do Brasil. Have become one of the leading experts on "Fundos Solidários", a social finance practice to promote entrepreneurship among the poorest segments of the population.”
- “Leading the regulatory changes that are conducting the largest transformation ever in the Brazilian oil & gas industry”
- “Led a collective process aimed to design a Paris Agreement climate-compatible set of policies and norms for Brazil”
- “The area I lead at the Lemann Foundation has played a central role in the approval and preparation for implementation of the Base Nacional Comum Curricular and the national schools connectivity program, Educação Conectada.”
- “Through my consultancy company, my goal is to advise Brazilian companies on the development of diversity policies, so that I can contribute to improving the current scenario of underrepresentation of woman and people of color in high management positions.”
- “I joined a law firm in 1965; we were then 4 attorneys. Today the law firm is composed of about 320 lawyers and is one of the largest ones in Brazil and in Latin America. Highly recognized and praised. The firm has participated in some of the largest transactions occurred in Brazil and helped thousands of foreign investors, from the USA, Europe, Japan, Korea and many Latin American countries, in their investments in Brasil.”
- “I introduced the Single Tax discussion in Brazil and created the CEPAC model for financing urban investments widely used in Brazil”
- “The introduction of data processing in the Brazilian Judiciary System.”
- “Actively serving, without remuneration, as President of a 200-bed not-for-profit hospital, a Bi-National (Brazil-U.S.) Cultural institute, Junior Achievement in Brazil, and Board member of the Fulbright Commission for Brazil and the U.S”
- “Since graduation, I have been working with different groups to bring awareness for the gender issue of women in the corporate world, in particular on Boards. I am a member of WCD - Women Corporate Directors in Brazil and with other groups that advocates for gender equality.
- “Inauguration of the first Japan House in the world”



- “I have led an NGO that impacts 2,200 low-income students across 14 communities of São Paulo and Rio de Janeiro by engaging 1,200 volunteers who dedicate their time to promote equal opportunities to our students through volunteer English teaching and social integration.”
- “I coordinated the implementation of the new federal legislation regarding public private partnerships with NGOs in social work led by the City of São Paulo. As a result, comprehensive ground rules were issued by the Secretariat of Social Affairs of the City of São Paulo.”
- “Establishing health centers in academic hospitals for undergraduate and postgraduate education and primary health, funded by private donors.”
- “Introducing banking for unbanked business model.”
- “My publications in newspapers have provoked change of government policies.”
- “Law - Marco Legal da Primeira Infância. “
- “Plan a rural community in the state. Give land title to more than 1000 families.”
- “Organized and participated in a range of public hearings and led the task force in developing of Master Plan of Palmas (2015-2018). Initiated and led the urban transformation project in Taquaralto, Palmas.”
- “So far, 250,000 Brazilian public-school parents benefit from Eduq+, and 30,000 poor Brazilian citizens benefit from Save+, MGov's solutions for parental engagement and financial education, respectively.”
- “Changed the perception of Brazilian society about its Supreme Court and influenced major changes in the Court's practice and jurisprudence”
- “My current work addresses the issue of providing new ways of living for the citizens of big cities in Brazil, by providing affordable and convenient apartments for rental, and an innovative online platform for making the rental process easier.”
- “I contributed to increasing the number of Brazilian students applying to undergraduate programs at colleges in the US in a non-profit and school setting and continue to do so now in the private sector.”
- “Developed public policies related to community engagement. And developed several participatory planning processes.”
- “SITAWI is a nonprofit that has already mobilized over R\$15 million to social and environmental impact in Brazil through 60+ organizations, reaching close to 300,000 people”
- “Comprehension of Brazil macro-economic problems related to manipulation of Central Bank interest rates by the financial community”
- “I believe I contributed to clarify anthropology's theoretical and ethnological premises in general, by means of a comparative approach, using especially the cases of Brazil, United States and India.”
- “The project "Clubes de Ciência Brasil" that aims to impact in science education on Brasil.”
- “I helped found a new political party, called NOVO. This was back in 2012.”



Appendix: The Survey Sample

