

MCTIC Advisor, Professor, Writer and a lover of Innovation. Biographical Note (International) of A Luminary in an Area of Cyber



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Professor and Head of Research at Smart Campus at FACENS - program that received the “Top Educacional 2016 - ABMES” award, and the “Innovation Award of GS1” in education category, also in 2016, “Smart City UK” in 2017, in London and in 2018 – “Best IoT Implementation Europe IdTechEx”; Top of Academy – RFIDBR 2018 and InovaCidade 2019 - ISCBA.

Ex-CEO/CIO of VIP-Systems & Informática & Consultoria. Researcher in the business of emerging technologies. Speaker in China, Germany, Colombia, Poland, The Netherlands, Uruguay, Canada, Spain, Germany, China, Portugal, United States, Peru and others. Member of the European

RFID/Internet of Things Committee and is vice president of the ISCBA-Smart City Business America Institute. Developed the first Smart Store in Latin America and is widely recognized as an expert in topics related to smart, sustainable cities, IoT, Retail and new technology applied to business. Ph.D. in Business Administration, with a concentration in Information Technology Management, at FGV (Fundação Getulio Vargas), master's degree in Informatics Management of Information Systems from PUC-CAMPINAS, 5 MBAs in ICT. She completed some studies in the improvement of international retailing at the University of Ohio, in RFID at the University of Arkansas, in business at Columbia University and in Smart Cities in Lleida.

In recent years, has been dedicated to participating in international fairs and congresses with a focus on the search of emerging technologies that can be applied to business. This was the case of the last twenty five editions of the NRF (New York), last ten editions of the Cebit (Hannover), latest 5 editions CES (Las Vegas), the latest editions of the Convention “Internet of Things” in Berlin/Germany, Lisbon/Portugal and Nice/France, Silicon Valley, California/USA, IoT and BDA in Canada and Smart Cities in Amsterdam and Barcelona, as well as improvement in topics related to smart, sustainable and human cities.