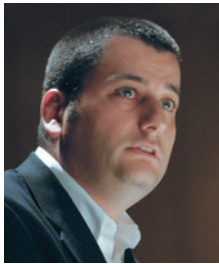


PARTICIPANT BIOGRAPHIES



Dr. Pablo Allard

Dean of Architecture and Arts, *Universidad del Desarrollo*, and Senior Advisor, Urban Policy and Reconstruction, Ministry of Housing and Urbanism, *Government of Chile*

Dr. Pablo Allard is Dean of Architecture and Arts at the Universidad del Desarrollo and the Senior Advisor for Urban Policy and Reconstruction for the Ministry of Housing and Urbanism in Chile. He is also principal of Urbánica Consultores and a partner at NUEVA VIA Consulting, which designed and developed the proposal for the Santiago-Lampa highway and Tobalaba-Ciudad Empresarial cable car.

Dr. Allard was national coordinator of the Urban Reconstruction Program of the Ministry of Housing and Urbanism of Chile from March 2010 to August 2011. In this role, he supervised the reconstruction efforts for more than 900 cities and villages destroyed by the earthquake and tsunami that struck the central zone of Chile in February of last year.

Between 2005 and 2009, Dr. Allard was the creator and executive director of Observatorio de Ciudades UC (OCUC), which provides services to members of the public and private sectors that guide urban and territorial decision making. His work at the OCUC included coordinating the task force that evaluated scenarios for the reconstruction of the city of Chaitén and the relocation of its residents following the eruption of the Chaitén volcano in 2008. In addition, Dr. Allard created an innovative Hydraulic Park for the urban recovery of Zanjón de la Aguada, an area with more than 500 acres of abandoned post-industrial land in the center of Santiago, Chile.

He was also a consultant and an investigator for Inter-American Development Bank, Banco Bilbao Vizcaya Argentaria and the Harvard University Center for Design Informatics. In 2008 Dr. Allard was a member of a board of independent experts, formed by the Minister of Transportation, to develop a report including more than 50 proposals for improving the Santiago transportation system. In addition, he was a founding member of the social housing program Elemental and director of the worldwide housing contest of the same name.

Dr. Allard is a member of the editorial committee for the magazines *ARQ* and *Foco 76*, and is the author of many specialized articles. He was editor of books titled, *Market and City: The Challenges of an Urban Country* and *TAG: The New Culture of Mobility in Chile*. He also writes a weekly column for *La Tercera* and is a participant in the *Radio Duna* panel.

Dr. Allard has a master's degree and doctorate in urban design from Harvard University.





Johnny Araya Monge

Mayor, City of San José, Costa Rica and Co-President, United Cities and Local Governments Association

Johnny Araya Monge is the Mayor of the City of San José, Costa Rica and is currently serving his third term in this office. Mayor Monge is also the Co-President of the United Cities and Local Governments Association.

Prior to beginning his first term as mayor, he served as municipal executive from 1991 to 1998 and before that, as an elected official for the City Council of San José. Mayor Monge began his professional career as a sorghum and rice grower at the National Meteorological Institute of Costa Rica; a cattle farmer in San Carlos, Costa Rica; and a project manager at Ganadera el Coyal.

Among his international appointments are Co-President of the Ibero-American Capital Cities Union; President of the Latin American Federation of Cities, Municipalities and Associations of Local Governments; and founder and member of the executive bureau of the World Organization of United Cities and Local Governments.

Mayor Monge holds a degree in agricultural engineering from the Universidad de Costa Rica. He also completed the Program for Mayors of Latin America and the Caribbean at Harvard University.



Dr. Guruduth Banavar

Vice President and Chief Technology Officer, Global Public Sector
IBM

Dr. Guruduth Banavar is Vice President and Chief Technology Officer for the Global Public Sector at IBM. In this role, he is responsible for providing technical leadership, with a particular focus on IBM's Smarter Cities initiatives.

Previously, Dr. Banavar was the director of IBM Research in India, where he was responsible for establishing a pre-eminent research lab in the areas of services and mobile computing. He also developed the Research lab in Bangalore, and an IBM Research Collaboratory with the Indian School of Business in Hyderabad. In addition to this role, Dr. Banavar was chief technology officer for IBM India and South Asia. Earlier, he worked at the IBM Thomas J. Watson Research Center for ten years.

His areas of expertise include services science, pervasive computing, distributed systems and programming models. Dr. Banavar has published more than 40 research papers and holds more than 25 United States patents. He serves on the advisory boards of international governmental, educational and industrial organizations.



David Bartlett

Vice President, Industry Solutions
IBM

David Bartlett is Vice President of Industry Solutions at IBM. In this role, he leads IBM's Smarter Buildings initiative, helping clients to create green, cost-efficient cities, campuses, corporate offices, commercial sites, hospitals and neighborhoods. Mr. Bartlett is an advocate for using data analysis to improve the way buildings function and to reduce wasteful energy practices.

Previously, he managed international divisions as well as autonomic computing and software development teams for IBM.

Mr. Bartlett holds a Bachelor of Science in biology and chemistry from the State University of New York, a master's degree in computer science from the University of Minnesota and a Master of Business Administration from the University of North Carolina. He also holds a master's certification and industry certification in project management from The George Washington University.





Dr. Néstor Bercovich

eLAC (Regional Plan of Action for the Information Society in Latin America and the Caribbean) Coordinator

ECLAC (Economic Commission for Latin America and the Caribbean)

Dr. Néstor Bercovich is Coordinator for the Regional Plan of Action for the Information Society (eLAC) for the Economic Commission for Latin America and the Caribbean (ECLAC). In this role, he works in the Division for Productivity and Enterprise Development.

Previously, Dr. Bercovich held positions at a number of national and international institutions, and has been published in areas ranging from technological change and competitiveness to cluster development and national innovation systems. He is also the co-author of *National Systems of Innovation Supporting Technical Advance in Industry: The Case of Argentina*; *Outsourcing and Software Clusters in Argentina and Brazil*; and *Knowledge Cities: A Taxonomy for Analyzing Software and Information Service Clusters*.

Dr. Bercovich, an economist, obtained his master's degree in economics from the Université Paris 8 and a doctorate in social sciences from El Colegio Mexiquense.



Jim Breyer

Partner

Accel Partners

Jim Breyer is a Partner at Accel Partners, a global venture capital and growth equity firm. Mr. Breyer has been an investor in more than 30 consumer Internet, media and technology companies that have completed public offerings or successful mergers.

He is also the lead or co-lead investor director in several privately held companies such as Brightcove; Etsy; Facebook, where he is the founding chairman of the Compensation Committee; and Legendary Pictures. Other roles include investor project manager in international Internet media companies such as Renren and Vostu, and chairman of the Stanford Engineering Venture Fund. Mr. Breyer was also ranked first in *Forbes* Midas List of the leading technology investors, and *Fortune* named him the smartest investor in technology as well as one of the ten smartest people in the technology sector.

Previously, Mr. Breyer was a management consultant at McKinsey & Company, and held product marketing and management positions at Apple, Inc. and Hewlett-Packard.

He is a member of the board of directors at Wal-Mart Stores, Inc. where he serves on the Strategic Planning and Finance Committee as well as the Technology Operations Committee. At Dell, Inc., he is a member of the board and the chairman of the Finance Committee, and serves on the Incubation Advisory Board, the Leadership Development and Compensation Committee, and the Corporate Governance and Nominating Committee. Mr. Breyer was elected to the board of News Corporation in October, 2011.

He holds a Bachelor of Science from Stanford University and a Master of Business Administration from Harvard University, where he was named a Baker Scholar.





Erik Camarano

President
Movimento Brasil Competitivo

Erik Camarano is the Chief Executive Officer of Movimento Brasil Competitivo.

Previously, Mr. Camarano was state secretary general of Rio Grande do Sul (2008–2009); executive secretary for the Sector Chambers (2007–2008); chief economist for Agenda 2020 (2005–2007); director at Pólo RS—Development Agency (1999–2001); economic advisor for the Federação e Centro das Indústrias do Estado do Rio Grande do Sul (1996–1999); and economic advisor for the Rio Grande do Sul State Treasury (1995–1996). In addition, he served as an economics teacher at the Pontifícia Universidade Católica do Rio Grande do Sul (1994–2000). Mr. Camarano worked in Norway from 2001 to 2005.

He has also served as a business consultant, economic advisor and lecturer, and has taught in a number of disciplines, including macroeconomics, international economics and mathematical economics. Mr. Camarano has written several articles and published books titled *The International Crisis and Its Impacts in Rio Grande do Sul*, and *The Economics of the Real Plan*, as well as the *Report on the First Deliberative Polling in Rio Grande do Sul State: Career Reform*.

Mr. Camarano, an economist, is a graduate of the Universidade de São Paulo and has a doctorate from the Universidade Federal do Rio Grande do Sul.



Alvaro Batista Camilo

General Commander, Military Police Department
State of São Paulo

Alvaro Camilo has been General Commander of the Military Police Department for São Paulo since 2009. Previously, he was general commander for the capital's central region.

In his current role, Mr. Camilo manages a team of more than 100,000 men and women who provide protection for São Paulo's 645 municipalities. Using a fleet of approximately 15,000 motor vehicles, 23 helicopters, 426 marine vessels and 400 horses, his police force performs more than 35 million interventions a year. Mr. Camilo administers an annual budget of R\$7.4 billion, and has successfully maintained the state's decreasing crime rate.

He is also chairman of Conselho Nacional de Comandantes Gerais das Polícias Militares e Corpos de Bombeiros Militares (CNCG) and O Conselho Nacional de Segurança Pública (Conasp).

Mr. Camilo holds a degree in business administration, police science, public order and security, as well as a master's degree and doctorate in the field. He also has a Master of Business Administration in information technology.





Mark Cleverley

Director, Public Safety Solutions, Global Government Industry
IBM

Mark Cleverley is Director of Public Safety Solutions for IBM's Global Government Industry. In this role, he assists local, regional and national governments around the world with technology-enabled transformation. Mr. Cleverley advises government clients and IBM teams on the potentials, challenges and best practices in the evolving use of new technologies and the way they might affect strategy and policy choices. His areas of expertise include law enforcement, emergency management, and related security and crisis situations.

Mr. Cleverley was previously the director of strategy for IBM's Global Government Industry, where he focused on new technology and its impact on the public sector, specifically e-government, and more recently, social media, cloud computing and IBM's Smarter Cities initiatives.

Prior to his director of strategy position, Mr. Cleverley was responsible for clients in IBM's public safety and justice industries in Europe, the Middle East and Africa. Before that, he led technology-enabled innovation projects in the oil, aviation and financial services industries in Western Europe, the United States and Russia. Projects ranged from consolidating European data centers to implementing core airline systems.

Mr. Cleverley has written extensively on technology subjects such as the use of smarter planet technology to aid developing countries; cloud computing, Web 2.0, virtual worlds and portals in government; and technology infrastructure. He also served as editor of IBM's *Police Journal*, which was circulated to law enforcement organizations worldwide.

Mr. Cleverley holds a joint degree in psychology and philosophy from the University of Oxford.



Professor Luciano Coutinho

President
Brazilian Development Bank (BNDES)

Born in Pernambuco, Luciano Coutinho has a PhD in Economy from the University of Cornell (US) and is a guest lecturer at Unicamp. He has a Master's degree in Economy from the Institute of Economic Research of the University of São Paulo (USP) and was a visiting professor at the University of Paris XIII, in Texas, at the Institute Ortega y Gasset, as well as at USP, and was a head professor at Unicamp. He graduated in Economics from USP, and during the course, he received the Gastão Vidigal award for best student of Economics in São Paulo.

A specialist in industrial and international economics, he has written and organized several books, in addition to an extensive production of articles, published in Brazil and abroad. His academic studies have always focused on industrial policy and the real economy.

Between 1985 and 1988, he was the Executive Secretary of the Ministry of Science and Technology, participating in the structuring of the Ministry and designing policies aimed at areas of high complexity, such as biotechnology, computer science, fine chemistry, precision mechanics and new materials. In 1994, he coordinated the Competitiveness Study on Brazilian Industry, the work of almost one hundred specialists who mapped with unprecedented extent the Brazilian industrial sector.

Prior to taking over the presidency of the BNDES, he was a partner at LCA Consultores, acting as a specialist consultant in competition law, international trade and economic reports.





Bruno V. Di Leo

General Manager, Growth Markets
IBM

Bruno Di Leo is General Manager of IBM Growth Markets, a global organization based in Shanghai. He is responsible for driving IBM's business success in high-growth economies across Asia Pacific, Latin America, Central and Eastern Europe, the Middle East and Africa. These markets encompass more than 140 of the 170 countries in which IBM does business, 85 percent of the world's population, and 60 percent of the world's information technology growth.

Mr. Di Leo was formerly general manager, IBM Northeast Europe, which included the United Kingdom, Ireland, the Nordic countries, Germany, Switzerland and Austria, as well as Eastern Europe, Russia, the Middle East and South Africa. Prior to that, he held other executive roles, including general manager of IBM Global Technology Services in Southwest Europe; general manager of IBM Latin America; and general manager of IBM Brazil. He joined IBM in 1975 as a customer engineer in software.

Mr. Di Leo holds an undergraduate degree in business administration from Ricardo Palma University and a postgraduate degree from Escuela Superior de Administración de Negocios, both in Peru.



Pablo Escudero Pérez

General Director, Security
City Council of Madrid (CISEM)

Pablo Escudero Pérez is General Director of Security for the City Council of Madrid. He has held this position since 2004 and oversees, among other functions, the vice general management of information technology and the Centro Integrado de Seguridad y Emergencias de Madrid (CISEM), which is the city's command center for emergency response.

Mr. Pérez has more than 12 years of professional experience in the security field, and has held positions at Madrid Metro and with one of the largest security firms in Spain, where he served as director of Finance and Resources. Earlier in his career, he worked for Accenture.

Mr. Pérez is also a lecturer for the master's degree program in General Management at Universidad Carlos III de Madrid, and an instructor in business administration for The Open University Business School in Spain.

He holds a bachelor's degree in economics from Instituto Católico de Administración y Dirección de Empresas, a master's degree in public management from Escuela Superior de Administración y Dirección de Empresas Business School and a master's degree in general management from IESE Business School–University of Navarra. Mr. Pérez also received a post-graduate degree in public administration from the Harvard Kennedy School.



Nick Fairholme

Director, Congestion Charging and Traffic Enforcement
Transport for London

Nick Fairholme is Director of Congestion Charging and Traffic Enforcement (CC&TE) at Transport for London (TfL), where he is responsible for the implementation and operation of the London Congestion Charging and Low Emission Zone schemes, the London electric vehicle charging network, and enforcement of traffic offenses, including the Olympic Route Network during the 2012 Games.

Prior to his current role, Mr. Fairholme was Deputy Director of CC&TE where he was responsible for implementing a range of projects and programmes, including the London Cycle Hire scheme, the Congestion Charging Re-Let Programme, the London Low Emission Zone, and a Digital Traffic Enforcement System.





Marcelo Haddad

Executive Director
Rio Negócios

Marcelo Haddad is the Executive Director of Rio Negócios, the investment promotion agency for Rio de Janeiro. In this role, he is responsible for attracting and facilitating inward investment to the city.

Previously, Mr. Haddad was the project director for the Secretary of Economic Development, where he managed the revitalization of Rio de Janeiro's port area. Before that, he served as general manager at ADT Security Services Brazil, a subsidiary of Tyco International Company, and held senior executive roles at a number of other companies, including HSBC, Citibank and PepsiCo.

Mr. Haddad received a bachelor's degree in law from Universidade do Estado do Rio de Janeiro and specialized in business management at Harvard Business School.



Marcela Hernando

Mayor
City of Antofagasta, Chile

Marcela Hernando is the Mayor of Antofagasta, Chile. She began her term in 2008 and is the first woman to be elected into the office.

Previously, Mayor Hernando was governor of the Second Region. Prior to that, she was regional secretary of the Ministry of Health for the Antofagasta region. While serving in this position she was also director of Antofagasta's Health Service.

Other previous positions include deputy director of the Health Service in Antofagasta, first secretary and later vice president of the Regional Antofagasta of the Medical School, and director of Antofagasta's Health Services primary health care in the Second Region. As the director of primary health care, Mayor Hernando helped to prevent the spread of cholera to the Second Region and played an active role in providing health care services following the spread of the disease to other areas of Antofagasta. She began her medical career in Antofagasta, where she was a general physician at the Corvallis and Centro Sur Offices.

Mayor Hernando has taught at the postgraduate level, and created a successful Master of Business Administration program with a focus in health at the Universidad Andrés Bello in Antofagasta. She has also written articles for a wide range of publications.

Mayor Hernando graduated from the Universidad de Chile, where she studied medicine. She also holds a postgraduate degree in public health from the Xavier Bichat Faculty, University of Paris; a master's degree in management from the Universidad Católica del Norte; a master's degree in public management from the University of Barcelona; a master's degree in marketing and commercial management from IEDE; and a master's degree in management and public policy from the Universidad Adolfo Ibáñez.





Professor W. Richard Janikowski

Director, Center for Community Criminology and Research,
and Associate Professor, Department of Criminology and Criminal Justice
The University of Memphis

Professor W. Richard Janikowski is Director of the Center for Community Criminology and Research, and Associate Professor in the Department of Criminology and Criminal Justice at The University of Memphis in Memphis, Tennessee.

In addition, he is the research partner for the Memphis Police Department's Blue CRUSH strategy that focuses on high-crime areas in Memphis and provides research support for Operation: Safe Community, a crime-reduction effort led by the Memphis Shelby Crime Commission. Professor Janikowski is also the principal investigator for the Memphis Project Safe Neighborhoods Initiative.

Previously, he was the principal investigator for the Memphis Sexual Assault Research Project, which is part of the United States Department of Justice's Strategic Approaches to Community Safety Initiative.

Professor Janikowski has also worked on a variety of other projects with the Memphis Police Department, the United States Attorney's Office for the Western District of Tennessee, the Shelby County Sheriff's Office and many other law enforcement agencies. He has also served as a consultant and trainer for the United States Department of Justice's National Institute of Justice and Bureau of Justice Assistance.

Professor Janikowski is a member of the Academy of Criminal Justice Sciences, The American Society of Criminology and the Southern Criminal Justice Association. He has also lectured extensively and trained police officers in areas such as crime analysis and problem-solving policing.

Professor Janikowski has been published on issues concerning criminal law and procedure, and criminology. He is the co-author of *Legality and Illegality*, and is currently completing a book on constitutional criminal procedure. Other research interests focus on collaborations among local, state and federal criminal justice agencies to reduce violent and gang crime, and on the impact of early childhood experiences on future criminality.

He is the recipient of a number of awards, including the Excellence in Engaged Scholarship Award and the Arts and Sciences W. Russell Smith Award for Teaching Excellence from The University of Memphis.





Dr. Jorge Gerdau Johannpeter

Chairman, Board of Directors
Gerdau

Dr. Jorge Gerdau Johannpeter is Chairman of the Board of Directors for Gerdau, and has served in this position since 1983.

Under his leadership, Gerdau has grown from a producer of steel with six mills and a total installed capacity of approximately three million tons of steel to an international company with a manufacturing presence in 14 countries, operations in the Americas, Europe and Asia, and an installed capacity of more than 25 million tons.

Dr. Johannpeter is an advocate for management efficiency and quality in the public and private sectors. He was the coordinator of Entrepreneurial Action and is the founder of the Competitive Brasil Movement. Dr. Johannpeter leads the federal government's Chamber of Management, Performance and Competitiveness Policies, as well as the Rio Grande do Sul State Program for Quality and Productivity's Board of Directors.

Other executive leadership roles include serving as a board member for the Brazil Steel Institute, which he presided over for two terms. Dr. Johannpeter is also a member of the Petrobras' Board of Directors, the São Paulo State Manufacturers Association's Superior Strategic Board, and the consulting board of the Brazilian office of the David Rockefeller Center for Latin American Studies at Harvard University.



Elly Keinan

General Manager, Latin America
IBM

Elly Keinan is General Manager of IBM Latin America. In this position, he is responsible for leading the company's strategy, business growth and talent development in 20 countries across Latin America.

Previously, Mr. Keinan was general manager of the Systems and Technology Group for IBM Growth Markets, where he had responsibility for increasing business in high-growth economies across Asia Pacific, Latin America, Central and Eastern Europe, the Middle East, and Africa. Prior to that, he was general manager and chief operating officer of IBM Japan.

Mr. Keinan has held a number of other executive positions at IBM including general manager of Sectors for Northeast Europe, the Middle East and Southern Africa, and vice president of Worldwide Storage Systems Sales and Operations.

He has a Bachelor of Science in computer science from Rensselaer Polytechnic Institute and a Master of Business Administration with an emphasis in international business from the University of Miami.





Jerson Kelman

President
Grupo Light S.A.

Jerson Kelman is the President of Grupo Light S.A., a position he has held since 2010.

Previously, Mr. Kelman was the general director of the Agência Nacional de Energia Elétrica (ANEEL) from 2005 to 2008, and presiding director of the Agência Nacional de Aguas from 2001 to 2004. He also served as a researcher at the Centro de Pesquisas de Energia Elétrica, director of studies and projects at the Fundação Superintendência Estadual de Rios e Lagoas, and a consultant for the World Bank. In addition, Mr. Kelman was founder, director and president of the Associação Brasileira de Recursos Hídricos, and the coordinator for the Commission for Analysis of the Electric Energy Hydrothermal System, which diagnosed the causes of Brazil's 2001 energy crisis.

He is a board member for the Fundação Brasileira para o Desenvolvimento Sustentável and was president of the Agência de Desenvolvimento Econômico e Social do Estado do Rio de Janeiro.

Mr. Kelman has been a professor of hydric resources at COPPE–Universidade Federal do Rio de Janeiro since 1973. He is also the author of books titled, *Desafios do Regulador* and *Cheias e Aproveitamentos Hidroelétricos*, and has written many technical papers, book chapters and newspaper articles. He has received numerous awards, including the King Hassan II Great World Water Prize from the World Water Council.

Mr. Kelman holds a degree in civil engineering with a specialization in hydraulics from the Universidade Federal do Rio de Janeiro, a master's degree in civil engineering from COPPE–Universidade Federal do Rio de Janeiro, and a doctorate in hydrology and hydric resources from Colorado State University.



Colin Lim

Group Director, Vehicle and Transit Licensing
Land Transport Authority Singapore

Colin Lim is Group Director of Vehicle and Transit Licensing for Singapore's Land Transport Authority (LTA). In this position, he is responsible for vehicle registration, licensing and taxation, and enforcement of vehicular laws. Mr. Lim also regulates Singapore's public transport network, which consists of the Mass Rapid Transit system, buses and taxis, and accounts for more than 6.5 million trips daily. He also oversees public transport promotion and security.

Previously, Mr. Lim worked for IBM in the United Kingdom, where he was geography leader of Intelligent Transport Systems for Europe, the Middle East, Africa and Asia Pacific. Prior to joining IBM, he served in the Singapore Administrative Service and also held positions with Singapore's ministries of Home Affairs, Transport and Manpower.

Mr. Lim attended The London School of Economics and the University of Oxford.





Marcos Maran

President

Brazilian Association of Facilities (ABRAFAC)

Marcos Maran is the President and a founder of the Brazilian Association of Facilities (ABRAFAC), a not-for-profit organization with more than 400 members. ABRAFAC was founded in 2004 to share knowledge, and represent and develop the interests of professionals and companies in Brazil's facilities management industry. Previously, Mr. Maran served as the association's secretary director and treasurer director, and as a coordinator for Brazil's first facilities sector survey.

He has more than 20 years experience operating and maintaining premier buildings throughout Brazil. Mr. Maran was manager of Maintenance, Utilities and Construction at the Centro Empresarial de São Paulo (CENESP), which is a pioneer in facilities management and the intelligent building concept. CENESP features commercial offices and a shopping plaza extending across 255,000 square meters, including 180,000 square meters of green space. The complex also houses approximately 70 companies and 80 stores, and is used by an average of 21,000 people each day.

As a frequent presenter at seminars, workshops and classes, Mr. Maran speaks on subjects including air conditioning systems, service contracts based on service-level agreements, building maintenance and facilities management.

He holds a degree in electrotechnical engineering from the Universidade São Judas Tadeu and a post-graduate degree in maintenance management from Centro Universitário da FEI. Mr. Maran also earned a Master of Business Administration in facilities management and master's degree in engineering from Escola Politécnica, Universidade de São Paulo.



Sergio Tomás Massa

Mayor

City of Tigre, Greater Buenos Aires, Argentina

Sergio Tomás Massa is the Mayor of the City of Tigre. He was first elected to office in 2007 and was reelected to his second term in October 2011. During his first term, Mayor Massa took a one-year leave to serve as chief of Cabinet of Ministers after his appointment to the position by the Office of the President.

Previously, he was the executive director of the Administración Nacional de la Seguridad Social, which is responsible for awarding and issuing retirement and public-pension payments, family allowances and workers' unemployment benefits. In that role, Mayor Massa launched a reorganization plan and incorporated modern management systems that improved the efficiency of the social security system. While executive director, he also served as national deputy. Before that, Mayor Massa was secretary of Welfare and Social Security for the Chamber of Deputies of the Province of Buenos Aires, vice chairman of the Consumer Committee and General Legislation Committee, and provincial deputy for Buenos Aires.

Mayor Massa studied law at the University of Belgrano.





Dr. Ronald Melton

Senior Power Systems Engineer
Pacific Northwest National Laboratory

Dr. Ronald Melton is a Senior Power Systems Engineer at Pacific Northwest National Laboratory, where he is involved in a number of smart grid projects with an emphasis on interoperability standards and methods. He has more than 30 years of experience in systems engineering applied to interdisciplinary challenges and has recently served as a technical leader in cyber security for industrial control systems used in critical infrastructures.

As a part of his responsibilities at Pacific Northwest National Laboratory, Dr. Melton is the administrator of the GridWise Architecture Council, which is focused on promoting and enabling interoperability among the many entities that interact with the United States' electric power system. He is also the Project Director for the Pacific Northwest Smart Grid Demonstration Project, which continues the region's leadership in developing and implementing smart grid technology.

Dr. Melton was the lead author of the System Protection Profile for Industrial Control Systems, which was initially prepared for the National Institute of Standards and Technology and subsequently updated for the Department of Homeland Security. He is also a senior member of the Institute of Electrical and Electronic Engineers (IEEE) and the Association for Computing Machinery (ACM).

Dr. Melton earned a Bachelor of Science in electrical engineering from the University of Washington and a Master of Science and doctorate in engineering science from the California Institute of Technology.



Nelson José Hübner Moreira

General Director
Agência Nacional de Energia Elétrica (ANEEL)

Nelson José Hübner Moreira is the General Director of the Agência Nacional de Energia Elétrica (ANEEL). This role, which began in 2009, represents a return to ANEEL, where Mr. Moreira first served as assistant to the Superintendence of Electricity Services from 2000 to 2001.

Previously, he held a number of positions at the Ministry of Mines and Energy in Brazil, including temporary minister of Mines and Energy during 2007 and 2008, executive secretary to the then-minister and current President Dilma Rousseff from 2005 to 2008, and chief of staff from 2003 to 2005. He was also on the staff of the Department of Energy Policy and served as the director of the Associação Brasileira de Distribuidores de Energia Elétrica. Mr. Moreira began his career at Companhia Energética de Brasília as director of distribution.

Mr. Moreira holds a bachelor's degree in electrical engineering and a post-graduate degree in mathematics from the Universidade Federal Fluminense.





Claudia Fan Munce

Managing Director, Venture Capital Group and Vice President, Corporate Strategy
IBM

Claudia Fan Munce has been Managing Director of the IBM Venture Capital Group since 2004. In addition to this role, she is Vice President of Corporate Strategy. Ms. Munce joined IBM's Research Division in 1985 and has held many technical and business leadership positions. She also serves as chairwoman of the corporate advisory board for the National Venture Capital Association in the United States, and as a board member for the Latin American Venture Capital Association.

IBM's Venture Capital Group seeks to build strategic relationships with venture capital firms and their portfolio companies, focusing on growth markets and emerging technologies. Venture Capital Group's mission is to promote an innovation ecosystem engaging the full range of IBM resources and capabilities with that of its venture capital partners and other key innovation drivers to maximize growth opportunities.

Ms. Munce holds a Master of Science in electrical engineering and computer science from Santa Clara University and a Master of Business Administration from Stanford University.



Wagner Bittencourt de Oliveira

Minister of Civil Aviation Secretariat, Office of the President
Federative Republic of Brazil

Wagner Bittencourt de Oliveira is the Minister of Civil Aviation Secretariat in the Office of the President, for the Federative Republic of Brazil.

Mr. Bittencourt began his career in 1975 at the Brazilian Development Bank (BNDES), and in 2006 he became director of Infrastructure, Basic Raw Material and Project Structuring there. He has also held positions as superintendent of Superintendência do Desenvolvimento do Nordeste (SUDENE) and president of the Companhia Ferroviária do Nordeste (CFN).

Mr. Bittencourt, an engineer, is a graduate of Pontifícia Universidade Católica do Rio de Janeiro.



Carlos Roberto Osorio

Municipal Secretary, Conservation and Public Services
City of Rio de Janeiro, Brazil

Carlos Roberto Osorio is the Municipal Secretary for Conservation and Public Services for the City of Rio de Janeiro. Since beginning his leadership of the department, which was created by Mayor Eduardo Paes in 2010, Mr. Osorio has developed new strategies for improving City Hall's efficiency and response capability. He has also launched a number of conservation, public lighting and sanitation initiatives.

Previously, Mr. Osorio played a key role in organizing the 2007 Rio Pan American Games and, as secretary general of the Brazilian Olympic Committee, planning Rio de Janeiro's successful candidacy to host the 2016 Olympic Games.





Eduardo Paes

Mayor

City of Rio de Janeiro, Brazil

Mayor Eduardo Paes was born in the city of Rio de Janeiro on November 14, 1969. He graduated with a degree in law from PUC-Rio and began his public career at the age of 23 when he assumed the Subprefecture Jacarepagua and Barra in 1993.

In 1996, at the age of 27, Mayor Paes was elected alderman, earning the highest number of votes in Brazil for that year. He was elected federal deputy twice, and the first time, in 1998, he received the highest number of votes in Rio de Janeiro. In 2000, he took over the Municipal Environment.

In 2002, Mayor Paes returned to the Chamber of Deputies for his second term as congressman. In 2007, the year of the Pan American Games, he was named secretary of state for Tourism, Sport and Leisure, and on January 1, 2009, he became Mayor of the city of Rio de Janeiro.

During his nearly three years in office, Mayor Paes has led a true transformation of the city in many different areas:

- Education—Ending automatic approval practices, extending early childhood education by creating EDIs (Espaços de Desenvolvimento Infantil), and helping impoverished communities through Schools of Tomorrow (Escolas do Amanhã).
- Health—Expanding primary care by creating Family Clinic (Clínicas da Família), which has led the family health program for 1.6 million people and increased by more than seven times the coverage of the early government.
- Transport—Beginning a revolution in urban mobility projects by implementing the Single Ticket Carioca (Bilhete Único Carioca), the least expensive type of transportation in Brazil, and four express lanes for articulated buses—the BRT (Bus Rapid Transit), Transoeste, Transcarioca and Transbrasil Transolímpica, which will connect the city's main regions until the Olympic Games.
- Environment—Building the Center for Treatment of Waste Seropédica, one of the world's most modern facilities for the treatment of garbage, and replacing the Gramacho Landfill, one of the largest metropolitan environmental challenges. The city's goal is to reduce the emission of greenhouse gases by 8 percent by 2012.

In December 2010, Mayor Paes opened the Rio Operations Center, which has been recognized as one of the world's most modern monitoring centers. It includes approximately 30 agencies and its objective is to monitor and optimize the city's daily operations, especially during major events and emergencies.

With the latest equipment and technology, the center houses Latin America's largest monitoring screen, which measures 80 square meters. In total, 400 employees and 450 surveillance cameras working 24 hours per day, seven days per week create solutions and anticipate and minimize outbreaks. They also alert the responsible sectors of risks and urgent measures that need to be followed in cases of heavy rains, landslides, traffic accidents and other emergencies.

Also, in 2009 Mayor Paes began an ambitious project to revitalize Porto Maravilha, which involved the modernization of an abandoned area of more than 5 million square meters. Investments of R\$ 8 billion are rekindling the Quayside area, transforming it into a center for business, tourism and leisure. Cultural facilities under construction include the Museum of Tomorrow (Museu do Amanhã), a project by acclaimed Spanish architect Santiago Calatrava, and the Art Museum of Rio.

Mayor Paes' effective management practices throughout the city have achieved international recognition for Rio. The city was recognized by one of the most renowned rating agencies for its effective response to the international financial crisis, and was the first city in the world to receive a credit transaction directly from the World Bank for economic and social development.

As mayor, Mr. Paes was among the leaders of the campaign responsible for the city of Rio de Janeiro being selected to host the 2016 Olympic Games, which are the first Olympic Games in South America. In partnership with state and federal governments, he has been working intensively on the Olympic Games and 2014 FIFA World Cup to leave an important legacy for the city and improve the quality of life for all Cariocas.

Mayor Paes is married with two children.





Samuel J. Palmisano

Chairman, President and Chief Executive Officer
IBM

Sam Palmisano is Chairman of the Board, President and Chief Executive Officer of IBM. Mr. Palmisano was appointed to Chief Executive Officer in 2002 and Chairman in 2003.

He began his career with IBM in 1973 in Baltimore, Maryland. Since then, Mr. Palmisano has held a series of leadership positions during his IBM career, including senior vice president for the Enterprise Systems and Personal Systems groups. Mr. Palmisano also played a key role in creating and leading IBM's Global Services, rising to senior vice president, and building the largest and most diversified information technology services organization in the industry. He also served as senior managing director of operations for IBM Japan. He became president and chief operating officer in 2000.

Mr. Palmisano is a graduate of The Johns Hopkins University. In recognition of his leadership role as co-chair of the Council on Competitiveness' National Innovation Initiative, as well as his many business accomplishments, Mr. Palmisano was awarded an Honorary Degree of Doctor of Humane Letters from Rensselaer Polytechnic Institute in 2005. In 2006, he was awarded an Honorary Fellowship from the London Business School. Mr. Palmisano has received a number of business awards including the Atlantic Council's Distinguished Business Leadership Award in 2009 and the inaugural Deming Cup, presented in 2010 by the W. Edwards Deming Center for Quality, Productivity and Competitiveness at Columbia Business School. He is also an elected member of the American Academy of Arts and Sciences.



Christiane Pelajo

Editor and Anchor, *Jornal da Globo*
Rede Globo

Christiane Pelajo is Editor and Anchor of *Jornal da Globo*, televised on Rede Globo. Previously, she presented the evening editions of Globo News programs *Em Cima da Hora* and *Pelo Mundo*.

Throughout her career as a journalist, Ms. Pelajo has provided live coverage of important breaking news stories and notable individuals, including Diana, Princess of Wales and Pope Benedict XVI. She has also reported on the 1998 and 2006 FIFA World Cup events, interviewed candidates for presidential elections, and produced special news reports on the 2003 Pan American Games in Santo Domingo, Dominican Republic and the 2004 Summer Olympic Games in Athens, Greece.

Ms. Pelajo is a graduate of Pontifícia Universidade Católica do Rio de Janeiro.





Ricardo Pelegrini

General Manager, Brazil
IBM

Ricardo Pelegrini is the General Manager of IBM Brazil and has held this position since 2007. Previously, Mr. Pelegrini was the general manager of IBM's Global Technology Services in Italy.

He was also the vice president of IBM's Financial Services Sector in Latin America and prior to that, director of the Financial Services Sector in Brazil, where he was responsible for managing the banking, insurance and financial markets segments. In addition to his leadership roles in IBM's Financial Services Sectors, Mr. Pelegrini was the director of e-business in Brazil, where he led all strategy and sales for e-commerce, customer relationship management, enterprise resource planning, supply chain management and business intelligence solutions. The responsibilities of his first position with the company included leading IBM's Manufacturing Industry segment in Brazil, focusing on electrical, electronics and auto parts areas, and driving IBM's business in all lines of products and services.

Mr. Pelegrini participated in the IBM Management Acceleration Program held in the company's Latin American and worldwide headquarters, where he focused on manufacturing consulting and market management.

He holds a degree in business administration and a postgraduate degree in marketing.



Marcus Regueira

Founding Partner
FIR Capital

Marcus Regueira is the Founding Partner of FIR Capital, a Brazilian venture capital firm that invests in emerging growth companies. During more than 25 years of international capital markets experience, Mr. Regueira has represented many multinational and Brazilian corporations in merger and acquisition transactions and joint ventures in technology.

He previously served as a director and vice president of investment banking, underwriting and capital markets groups at financial institutions in Brazil and the United States.

Mr. Regueira is a board member of the Brazilian Private Equity and Venture Capital Association and served as its president from 2006 to 2008. He is also founder and board member of Instituto Hartmann Regueira, a not-for-profit organization devoted to impact investing entrepreneurship in Brazil, and a board member at C.E.S.A.R., a center of excellence in information technology development.

Mr. Regueira holds a Master of Business Administration from The Wharton School of the University of Pennsylvania.





Jeffrey A. Rhoda

General Manager, Global Government and Education Industries
IBM

Jeff Rhoda is the General Manager of IBM's Global Government and Education Industries worldwide, where he is responsible for industry performance, strategy and strategic partnerships.

Previously, Mr. Rhoda was vice president of Public Sector sales for Growth Markets at IBM. In this position, he led sales to government, healthcare and education clients in Latin America, Australia and New Zealand, Central and Eastern Europe, Russia, the Middle East, Africa, and Asia. Mr. Rhoda also led IBM's initiatives in supporting economic stimulus and Smarter Cities programs in these regions.

He has spent more than 25 years in the Public Sector with IBM in areas including sales, marketing, channels and *ibm.com*. As director of Global e-Government, Mr. Rhoda oversaw IBM's strategy and strategic alliances, and a wide range of e-government solutions.

In addition, he led the Sales Eminence initiative across the 147 countries in IBM Growth Markets. The initiative is one of three integrating priorities, and is focused on developing a professional sales force that has the skills valued most in the marketplace and by the company's clients.

Mr. Rhoda was also a member of the executive team that led IBM's own transformation, playing a key role in the development and implementation of *ibm.com*, which is IBM's direct channel that combines the company's Web and call center capabilities.

Mr. Rhoda has a Bachelor of Science in business management from the Robert H. Smith School of Business at the University of Maryland, College Park.



Virginia (Ginni) M. Rometty

Senior Vice President and Group Executive, Sales, Marketing and Strategy
IBM

Ginni Rometty is Senior Vice President and Group Executive for IBM Sales, Marketing and Strategy. On January 2, 2012, she will assume the position of President and Chief Executive Officer. As IBM's global sales leader, she is accountable for revenue, profit, and client satisfaction in the 170 global markets in which IBM does business. In this role, Ms. Rometty is responsible for IBM's worldwide results, which exceeded \$99 billion in 2010. She also is responsible for leading IBM's global strategy, and marketing and communications functions.

Previously, Ms. Rometty was senior vice president, IBM Global Business Services. During her tenure, she led the successful integration of PricewaterhouseCoopers Consulting, building a global team of more than 100,000 business consultants and services experts.

Ms. Rometty held other positions in IBM's services business, including general manager of IBM Global Services, Americas, where she was responsible for strategic leadership, operations and client relationships. She also served as the general manager of strategy, marketing and sales operations for IBM Global Services worldwide.

Before joining IBM Global Services, Ms. Rometty was general manager of IBM's Global Insurance and Financial Services Sector. She also directed the priorities of IBM's Insurance Research Centers in Hawthorne, N.Y.; Zurich, Switzerland; and Yamato, Japan, as well as IBM's insurance solutions development worldwide.

Ms. Rometty holds a Bachelor of Science with high honors in computer science and electrical engineering from Northwestern University.





Kenneth Schwartz

Favrot Professor and Dean, Tulane School of Architecture
Tulane University

Kenneth Schwartz is Favrot Professor and Dean at the Tulane School of Architecture. As an architect, community designer, planner and educator, he focuses on the constructive force that progressive urbanism and architecture can play in rebuilding cities.

Previously, Mr. Schwartz served as professor, department chair and associate dean at the University of Virginia. He was also the cofounder of Schwartz-Kinnard, Architects.

Over the course of his career, Mr. Schwartz has also taught at Cornell University, Syracuse University and Princeton University. In recognition of his contributions to architectural education, he was elected to the fellowship of the American Institute of Architects.

Mr. Schwartz has been honored with a number of top awards and broad industry recognition. He was named one of the 25 leading architectural educators in the United States by *Design Intelligence Magazine* and won the annual Alumni Association Distinguished Professor Award from the University of Virginia, which is the highest honor given to a member of the university's faculty. Also, with his firm Schwartz-Kinnard, Architects, Mr. Schwartz won four national design competitions, and for one of his master plans with the Renaissance Planning Group, he won a Charter Award from the Congress for the New Urbanism.

He received a Bachelor of Architecture and Master of Architecture from Cornell University.



Paul Smitton

Head, International Development, Qantas Loyalty
Qantas Airways

Paul Smitton is Head of International Development for Qantas Loyalty, which operates Qantas Airways' Frequent Flyer program. In this role, he is responsible for taking the Qantas Frequent Flyer business model to other airlines around the world. Mr. Smitton joined Qantas Airways in 2008, leading the marketing and analytics function as a member of the team that transformed Qantas Frequent Flyer program into a US\$2 billion business.

Previously, Mr. Smitton was managing director at International Customer Loyalty Programmes (ICLP), a loyalty marketing consultancy where he oversaw operations in Central Europe and North Asia. He was also responsible for the global airline vertical sector at the company.

Prior to joining ICLP, Mr. Smitton was chief manager of Relationship Marketing at Commonwealth Bank of Australia, and general manager for India and head of Loyalty at Virgin Atlantic Airways, where he led the relaunch of the airline's Frequent Flyer Program.

Mr. Smitton began his career in the airline industry at Air New Zealand, where he was named head of Marketing for the United Kingdom and Ireland. His first position with the company was a graduate trainee and in this role he developed, launched and managed Airpoints, the airline's first frequent flyer program.

Mr. Smitton holds a Bachelor of Commerce from The University of Auckland.





F. Michael Valocchi

Vice President and Partner, Global Energy and Utilities Leader,
Global Business Services
IBM

Michael Valocchi is Vice President and Partner, and Global Energy and Utilities Leader for IBM Global Business Services. In this role, he is responsible for the development and execution of the industry strategy to deliver consulting services, as well as the development and direction of the company's industry thought leadership and solutions strategy.

Previously, Mr. Valocchi was a Business Strategy partner with IBM Global Services and PricewaterhouseCoopers Consulting.

Mr. Valocchi has 25 years experience serving energy and utilities clients, and has expertise in financial, strategic, operational and regulatory issues. He has successfully delivered solutions in mergers and acquisitions, trading and risk management, cost control, financial re-engineering, asset and regulatory strategy and market entry studies.

As a thought leader in consumer empowerment and business model transformation, Mr. Valocchi has authored industry points of view, leadership articles and papers including *Switching Perspectives: Creating New Business Models for a Changing World of Energy*, *Lighting the Way: Understanding the Smart Energy Consumer* and *Plugging in the Consumer*. He has appeared on numerous television programs to discuss smarter energy and smarter cities topics, and is a frequent contributor to articles in publications such as *The Wall Street Journal*, *The New York Times* and *The Financial Times*. He has been ranked by Earth2Tech on the Networked Grid 100 list of the top "Movers and Shakers" of the Smart Grid. Mr. Valocchi also serves on The Energy and Utilities Project Executive Board for Kyoto Publishing, the Interconnectivity Committee, and the World Energy Council.

He holds a Bachelor of Science in accounting from Saint Joseph's University.



Ankie van der Zanden

Forensic Data Miner, Knowledge and Expertise Centre for Intelligent Data Analysis
Netherlands Forensic Institute

Ankie van der Zanden is a Forensic Data Miner at the Netherlands Forensic Institute's Knowledge and Expertise Centre for Intelligent Data Analysis. In this position, she develops computer models that recognize suspicious and other relevant elements in unstructured data to support public safety organizations. Recently, Ms. van der Zanden has also focused her research on text mining.

She began her career as a data miner at the regional police force in Amsterdam, where she helped improve effectiveness and efficiency by contributing to the implementation of intelligence-led policing. This collaborative model is based on improved intelligence operations and community-oriented policing and problem solving.

Ms. van der Zanden has a master's degree in mathematics and informatics from VU University Amsterdam.





Dr. Alfonso Vegara Gómez

President
Fundación Metrópoli

Alfonso Vegara Gómez is President and founder of the Fundación Metrópoli, a global, not-for-profit institution dedicated to building a sustainable future by using the most innovative concepts in the development of cities and regions around the world.

Among the initiatives key to the institute's work is Project Cities, which studied the innovations, competitive advantages and success factors of 20 cities globally. Its philosophy about the future of cities has been published in the book, *Territorios Inteligentes*.

Prior to Fundación Metrópoli, Dr. Vegara was president of Taller de Ideas, which he founded in 1987. In this role, he specialized in regional and city planning and architectural services for clients worldwide. He also served as an advisor to the government of Singapore for the One North Project and to a number of local governments such as Curitiba, Dublin, Casablanca, Madrid and Bilbao.

Dr. Vegara is a fellow of the board of trustees of The Eisenhower Foundation and the Honorary Consul of Singapore in Madrid. He was also president of the International Society of City and Regional Planners from 2002 to 2006. Dr. Vegara has taught urban planning at the architecture schools at the University of Madrid and University of Navarre, and also city and regional planning for the master's degree program at the University of Pennsylvania.

He has received a number of European Urban and Regional Planning Awards, including for the design of the Sarriguren eco-city, recognized as the best urban project in the European Union. Other recognition includes the Rey Jaime I Award in the Urbanism, Landscape and Sustainability category. The United Nations, the Council for European Urbanism and schools of architecture, city councils and national governments have also recognized Dr. Vegara's work.

Dr. Vegara holds a degree in sociology from Universidad Complutense de Madrid, a degree in economics from the Universitat de València, and a doctorate in architecture from the Universidad de Navarra.



Dr. Fareed Zakaria

CNN Host, *Fareed Zakaria GPS*; Editor-at-Large,
TIME; Columnist, *The Washington Post*; and Author

Dr. Fareed Zakaria hosts the CNN foreign affairs program, *Fareed Zakaria GPS*, which airs worldwide. Additionally, he is Editor-at-Large for *TIME*, which he joined in August 2010, writing a biweekly column and contributing cover stories and features to the magazine and TIME.com. He also serves as a consultant for HBO's documentary unit and continues to write a regular column for *The Washington Post*.

Prior to this, Dr. Zakaria served as editor of *Newsweek International*, where he oversaw all *Newsweek* editions abroad, reaching an audience of 24 million people. Dr. Zakaria also wrote a regular column for *Newsweek*, which appeared in *Newsweek International* and in *The Washington Post*.

Before moving to *Newsweek*, Dr. Zakaria was the managing editor of *Foreign Affairs*, the journal of international politics and economics. He is the author of several books, including *The Future of Freedom*, which was a *New York Times* best seller and has been translated into 20 languages. His latest book, *The Post-American World*, is also a best seller.

Dr. Zakaria received a Bachelor of Arts from Yale University and a doctorate in political science from Harvard University.





Eduardo Ariel Zegarra Méndez

Deputy Mayor
City of Lima, Peru

Eduardo Ariel Zegarra Méndez, 46, is Peruvian and Deputy Mayor of the City of Lima, Peru. He began his term with Mayor Susana Villarán in January 2011 and it will end in 2014. In his current position, Mr. Zegarra is an advocate for food safety, food security and land and water management policies. Previously, he was a founder of the Partido Descentralista Fuerza in 2008, and chief of its Government Plan Commission from 2008–2010.

Mr. Zegarra has previous experience in the public sector as the general director of Agricultural Information for the Ministry of Agriculture, serving from 2001–2004. In 2004 he became a senior researcher the Group for the Analysis of Development (GRADE), a think tank specializing in high quality research in social and economic policies. Mr. Zegarra is also a member of the Dumping and Subsidies Commission of the National Institute for Defense of Competition and Protection of Intellectual Property since 2006.

Mr. Zegarra holds a degree in economics from Universidad Católica and a PhD degree in agricultural and applied economics from the University of Wisconsin-Madison. He has been a faculty member of the Social Sciences Department at Universidad Católica, and an instructor in the Water Resources doctorate program at the Universidad Nacional Agraria La Molina.

