

FABIO CAMPOS

Social Communications and Education professional, specialized in student-led innovation, technology and inequality reduction. 18 years in the public, private and non-profit sectors, 12 years in the telecom market.

EDUCATION

- **Stanford University (expected 2017)**. MA in Education, Learning, Design and Technology.
- **Georgetown University (2013)**. Specialization in Social Entrepreneurship and Leadership (GCL Program).
- **Federal University of Rio de Janeiro (2008)**. Masters of Business Administration.
- **Federal University of Rio de Janeiro (2000)**. BA in Social Communication and Advertising.

PROFESSIONAL EXPERIENCE

ELEVA SCHOOL, Rio de Janeiro – Brazil

EdTech Consultant, may/2016 – aug/2016

Defined long-term educational technology plans for Rio's newest K-12 school. Interviewed parents, students, teachers and international specialists. Created strategic documents and implementation plans.

OI FUTURO INSTITUTE (Corporate Social Responsibility institute), Rio de Janeiro – Brazil

Education Director, jul/2014 – jul/2016

Managed national large-scale education and technology programs and partnerships with four Brazilian state governments. Created a student-led technology startup. Launched the Center for Research and Outreach in Education and a scientific magazine with research conducted by high school teachers.

RIO DE JANEIRO MUNICIPAL SECRETARIAT OF EDUCATION, Rio de Janeiro – Brazil

Program Director, may/2013 – jun/2014

Managed the multisectoral Schools of Tomorrow Program – 155 schools, 100.000+ students, 4.500+ teachers – for Rio de Janeiro's most vulnerable areas. Operated a U\$20 million annual budget and strategic partnerships with national and international institutions. Coordinated a comprehensive study on the dropout phenomenon and students' profile and behavior. Provided direct advice to the Municipal Secretary of Education.

ENSINA! (Brazilian chapter of Teach for America), Rio de Janeiro – Brazil

CEO, may/2012 – apr/2013

Defined and executed strategies, negotiated with public and private partners and fundraised approximately U\$1 million/year. Responsible for decision-making and interruption of operations in critical moment.

Co-Founder and Director of Communications, Recruitment and Selection, may/2010 – may/2012

Responsible for hiring the leadership team, developing the business plan and establishing the board of directors. Developed and managed institutional communications strategies. Led recruitment and selection processes.

Oi (largest Brazilian telecom company), Rio de Janeiro – Brazil

Communications Consultant, oct/2008 – may/2010

Coordinated communications strategies for the low-income consumer market and managed the long-term communications plan for the "Oi Brasil" project, to consolidate Oi's institutional image in all of Brazil.

Brand Manager, aug/2003 – oct/2008

Defined long-term branding plans. Coordinated 10 communications agencies. Designed the Oi FM digital radio.

TIM (Italian telecom company), Rio de Janeiro – Brazil

Communications Analyst, apr/2002 – jul/2003

Coordinated communications campaigns, including the company's startup in two Brazilian states.

ATL (Brazilian telecom company, currently "Claro"), Rio de Janeiro – Brazil

Communications Analyst, set/1999 – mar/2002

Coordinated services launch and sales campaigns with retail. Conducted consumer research.

DESIGN OF LEARNING TECHNOLOGY

PONTE: co-developer of mobile application aimed at fostering greater family engagement in the education of children and adolescents. Finalist of the 2015 Lemann Foundation and Omidyar Network "Parents' Engagement Challenge".

VOLUNTEER EXPERIENCE IN EDUCATION

INVEST – UNIVERSITY PREP-COURSE, Rio de Janeiro – Brazil

Co-Founder, Board Member and Literature Teacher, may/1998 – present

Founded and established the organization. Responsible for institutional relations, strategic planning and teacher training. Invest is a university prep-course for underserved youth and adults. Over 2.200 students have graduated from Invest and 400 have been approved to prestigious Brazilian universities over the past 19 years.

TEACHING EXPERIENCE

INVEST – UNIVERSITY PREP-COURSE, Rio de Janeiro – Brazil

Teacher, may/1998 – sept/2016 (19 academic years)

Subjects: Brazilian Literature (2001 – 2016) and Portuguese Language (1998 – 2000). 130 students/year.

ESPM – SUPERIOR COLLEGE OF ADVERTISING AND MARKETING, Rio de Janeiro – Brazil

Lecturer, mar/2008 – nov/2014 (12 academic semesters)

Subject: Branding and Communications Planning. 35 students/semester. Continuing Studies level.

FACULDADE DA CIDADE – CIDADE COLLEGE, Rio de Janeiro – Brazil

Assistant Professor, mar/2007 – dec/2008 (4 academic semesters)

Subject: Communications Planning. 30 students/semester. Undergraduate level.

CONFERENCES, LECTURES AND PROFESSIONAL DEVELOPMENT

- **Georgetown University:** Lecturer for the Global Competitiveness Leadership Program, applying the “Ensina!” case (Teach for America in Brazil), written by the Harvard Business School (USA, 2014 and 2015).
- **WISE 2015** (World Innovation Summit for Education): Speaker and workshop leader of “How to Teach Citizenship and Civil Participation” (Qatar, 2015).
- **Futurecom 2015** (largest technology conference in Latin America): Panelist for the session “Applying Technology to Transform Education in Brazil” (Brazil, 2015).
- **World Union of Jesuit Alumni (WUJA):** Brazilian representative in WUJA conferences and speaker about “Community Education” (Colombia, 1998 and 2013; Rwanda, 2009; Burundi, 2009; Chile, 2010).
- **Teach for All:** Seminars in organizational management, leadership, teacher training and negotiations with government, offered by the Teach for All Network (USA, 2010; Argentina, 2011; China, 2012; Chile, 2013).
- **Professional Development:** Communities of Learners (Universitat de Barcelona, 2014); Corporate Finance (Dom Cabral Foundation, 2010); Anthropology of Consumption (ESPM, 2009); Project Management (INDG, 2006).

DISTINCTIONS

- **“World Youth Representative”** for the World Union of Jesuit Alumni (member since 2009).
- **“Makes a Difference” National Award:** granted by the Brazilian O Globo newspaper for the impact and national relevance of Curso Invest, university prep-course for underprivileged students (2012).
- **Georgetown University GCL Program Fellow:** one of five Brazilians selected for the Global Competitiveness Leadership Program (GCL) at Georgetown University (member since 2013).
- **“Education Talent”:** one of thirty-five Brazilians selected for the Lemann Foundation Program (member since 2014).
- **Lemann Fellow:** granted by Stanford University for academic and professional achievements (2016).
- **Rotary Global Scholar:** granted by the Rotary Foundation for academic and professional achievements (2016).

LANGUAGES

Portuguese: native. **English:** fluent. **Spanish:** fluent. **French:** basic (reading, listening).

PERSONAL INTERESTS

Literature classics; comic books; videogames; open source interactive objects; video making; photography; backpacking.