

Eduardo José Marques Maia de Almeida

Rua Baronesa de Poconé, 141/Bloco 2/Apto 1004 - Lagoa – Rio de Janeiro – 22471-270 – Brazil

Phones: +55-21-25278620 or +55-21-86046212 (mobile)

e-mail: eduardo_almeida@daibrasil.com.br

Eduardo Marques Almeida, Vice-President of TechnoServe for Latin America.
Eduardo holds an M.P.A from the Kennedy School of Management, Harvard University; an M.B.A. from COPPEAD, Federal University of Rio de Janeiro – Brazil; and an M.Sc., Civil Engineering, from COPPE, Federal University of Rio de Janeiro – Brazil. Before working for TechnoServe, Eduardo worked for 22 years as management and development consultant, as well as director at the following companies: Development Alternatives, Inc., McKinsey & Company, KPMG, DiamondCluster, Promon and Petrobras. At TechnoServe, he is responsible for the operations in the region, where it is represented in Honduras, Nicaragua, El Salvador, Guatemala, Peru and Brazil. TechnoServe is a world leading NGO in poverty alleviation of rural areas, through business development. He lives in Rio de Janeiro, Brazil, with his wife (Andrea), his two children (Thiago and Anna Luiza) and his nephew (Felipe). He is fluent in Portuguese, English, French and Spanish.

EDUCATION

- 2000** **John F. Kennedy School - Harvard University**
Master in Public Administration
Focus on industry economics and NGO management
- 1990** **École Supérieur des Sciences Économiques et Sociales - Cergy-Pontoise – France**
Extension Program to the MBA
- 1988-1989** **COPPEAD – Federal University of Rio de Janeiro**
MBA
First selected to the Extension Program to the MBA in France
- 1985-1986** **COPPE – Federal University of Rio de Janeiro**
M.Sc. – Civil Engineering
Thesis and papers published about: “Joining Finite with Boundary Elements for Potential Problems”
- 1980-1984** **School of Engineering - Federal University of Rio de Janeiro**
B.A. – Civil Engineering

Other main training programs

- Aug 1998** “Business-to-Business Marketing” (Executive Program – Harvard Business School)
- Jun 1997** “Strategic Planning” (Executive Program – Harvard Business School)

PROFESSIONAL EXPERIENCE

Feb 06 **TechnoServe**
Vice-President for Latin America

DAI is the world leading NGO of poverty alleviation in rural areas, through the development of businesses. Over 38 years, TechnoServe has served thousands of SMEs in Latin America and Africa, supporting their start-up and growth in areas such as: agricultural products, tourism and art-crafts.

Major responsibility: Management of the Country operations and development projects in Latin America, as well as of funding from public and private sectors institutions.

April03-Jan06 Development Alternatives, Inc. (DAI)
Managing Director of DAIBrasil (DAI subsidiary for Latin America and Portuguese Speaking Countries)

DAI is the world leading economic and social development consulting firm. For 34 years, DAI has implemented projects in sectors such as: Microenterprise Development, Agriculture, Macroeconomic Development, Public Sector Management, Environment and Natural Resources.

Major responsibility: Management of the development projects in Latin America and Portuguese Speaking Countries

Key projects managed by Eduardo:

- **Trade Development of SMEs (Small and Medium Enterprises):** Chief of Party to a 2 year program funded by the USAID in Brazil, which is focused on the mechanisms of trade enhancement of SMEs (2004 to 2006). Main experiences: trade, SME development, trade finance and guarantees, trade regulation, poverty alleviation.
- **Local and Municipal Development (Mozambique):** consultant to the Ministry of State Administration, to review the strategy for a grants fund, provided by the World Bank (2004). Main experiences: procurement, infrastructure, public administration.
- **Local and Municipal Development (Brazil):** strategic plan for the Municipality of Rio Grande, involving economic, social and environmental development (2004). Main experiences: economic local development, public administration.
- **Microfinance (Brazil):** Capacity building of MF institutions funded by the National Bank of Development (2003)). Main experiences: microfinance products and guarantees, SME development.
- **Microfinance (Mozambique):** Audit of two microfinance institutions (2003) Main experiences: microfinance products and guarantees, SME development.
- **Microfinance (Brazil):** Market analysis of MF demand funded by the Department of SME Development of the Government (SEBRAE) (2004). Main experiences: microfinance, market research, SME development.

- **Microfinance (Brazil):** Capacity building of internal consultants of the Department of SME Development of the Government of Brazil (SEBRAE) to support the MF institutions funded by the Department (2004-2005). Main experiences: finance products and guarantees, SME development.

- **Tourism and competitiveness development:**
 - **Brazil:** Strategic plan for the tourism cluster development of the Ecotouristic Region of Guaporé – Mato Grosso State – Brazil (2003). Main experiences: tourism, SME development, local development.
 - **Mozambique:** Strategic plan for the ecotourism bush-beach circuit of the Gaza e Inhambane region (Mozambique) (2004). Main experiences: tourism, SME development, local development.
 - **Central America:** Economic, social and environmental evaluation of the productive initiatives of the Mundo Maya Tourism (2004). Main experiences: tourism, SME development, local development.

Supervisor: DAI Corporate Vice-President

Nov02-Mar03 KPMG Human Resources Advisory Services (Brazil)

Director

KPMG is one of the leading companies in the areas of: auditing, tax advisory, financial advisory services and human resources advisory services
Major responsibility: responsible for the Rio office (practice and administration) at the HR advisory services

Aug 01-Jul 02 DiamondCluster International (Brazil)

Principal

DiamondCluster is a leading global consulting company in strategy, technology and implementation of businesses in utilities (telecommunications, energy) and financial services.

- Major responsibility: Utilities practice in the Brazilian Office
 - Managed a project to a major electric distribution company in Brazil to prepare the company to the market liberalization. The project included: regulatory strategy, marketing and sales strategy, losses and bad debt strategy, valuation of financial and operations improvement and organization design
 - Managed a project to a major Brazilian supplier of multi-utility network maintenance services. The project developed a growth and efficiency strategy to operate multi-utility and multi-regionally. The project included: valuation of the company with the potential market capturing, operations strategy and agenda for implementation
 - Approached more than 15 companies in Brazil and in Chile on utilities and vendors and presented more than 5 proposals for projects
 - Developed the Strategic and Commercial Plan for the practice
 - Prepared a primer on the utilities sector
 - Wrote two papers on utilities
- Responsibility for the Government practice in the Brazilian Office
- Office management task: responsibility for Sao Paulo Office training
- Supervisor: Vice-President for Latin America Ferran Soriano

Jul 00 – Jul 01 PromonIP (Brazil)

Director

PromonIP is the Internet services Company from Promon Eletrônica, which provides business-to-business services in the following areas: systems integration with IP base; Application Services Provider (fixed and wireless) and network installation (e.g., Virtual Private Networks and IP backbones)

- ❑ Major responsibility: full responsibility to start the company in Rio de Janeiro
- ❑ Corporate Director of the e-Government practice
 - ❑ Initiated commercial approach to modules of the e-Government from the Federal Government of Brazil
 - ❑ Consultant for the elaboration of the “e-Government Policies” for the Federal Government of Brazil (Law from June 2002)
- ❑ Supervisor: CEO of Promon Eletrônica– Mr. Carlos Siffert

Jun 98 – Jun 99 PROMON ELETRÔNICA (Brazil)

Director of Corporate Marketing & Sales

PROMON is the most prestigious infrastructure service provider in Brazil (US\$ 600 Million in 1998)

- ❑ Major responsibilities:
 - Coordinated 70 sales professionals and corporate budget of US\$ 12 Million
 - Implemented change program (e.g., key account management) to prepare the sales force for the liberalized infrastructure market (mainly in energy and telecommunications)
 - Coordinated corporate marketing and communications activities
- ❑ Supervisor: CEO – Mr. Carlos Siffert

Apr 97 – Jun 98 PROMON ELETRÔNICA (Brazil)

Assistant to the Executive Committee

- ❑ Major responsibilities
 - ❑ Corporate strategic plan: valuation of new companies opportunities (e.g. Netstream – which was sold to AT&T for US\$ 300 MM)
 - ❑ New organizational structure
 - ❑ Corporate Human Resources Management System
- ❑ Supervisor: CEO – Mr. Carlos Siffert

Jul 90 – Mar/97 MCKINSEY & COMPANY (Brazil)

Consultant (from Associate to Senior Engagement Manager)

- ❑ Major responsibilities:
 - Consulted in strategy development, financial valuation, organizational design, human resources management and operations improvement in various industry segments: consumer goods, petroleum, LPG distribution and infrastructure - railways, ports, electrical energy and heavy construction
 - Examples of projects in the area of development and infrastructure:
 - Strategy for a multinational company, world leader in agricultural commodities
 - Valuation and privatization strategy of a major port
 - Valuation of an electric distribution utility for privatization
 - Design and implementation of a private company to operate in the privatization of infrastructure
 - Valuation and operations improvement of the state telecommunications companies to prepare for privatization
 - Practice leadership: responsible for the infrastructure practice
 - Off-practice leadership: responsible for the social responsibility projects
 - Office management: responsible for recruiting
- ❑ Supervisor: São Paulo Office Manager – Mr. Stefan Matzinger

Dec 86 - Jul 88 DET NORSKE VERITAS (Brazil)

Auditor

Det Norske Veritas is one of the most prestigious international institution in auditing of ships and petroleum platforms design, construction and installation

- ❑ Major responsibility: technical auditing of petroleum platforms design, construction and installation for Petrobrás (oil exploration state company in Brazil)
- ❑ Supervisor: Head of the Offshore Division at the Rio Office – Mr. Sergio Mattos

Dec 84 – Nov 86 NORONHA ENGENHARIA S/A (Brazil)

Engineer

Noronha Engenharia is a Brazilian engineering designer of petroleum platforms, bridges, roads and buildings

- ❑ Major responsibilities: technical design of petroleum platforms and software development applied to petroleum platforms design for Petrobrás
- ❑ Supervisor: Head of the Offshore Division – Mr. Nelson Galgoul

PUBLICATIONS

- *“Portos: Os Caminhos da Privatização”*
Conjuntura Econômica - Dec 96 - Fundação Getúlio Vargas - Brazil
- *“Energia Elétrica: O Impacto do Marco Regulador”*
Conjuntura Econômica - Feb 97 - Fundação Getúlio Vargas - Brazil
- *“Como se monta um Governo Eletrônico”*
Conjuntura Econômica – Dec 2001 – Fundação Getúlio Vargas - Brazil
- *“O Futuro das Utilities”*
Conjuntura Econômica – Apr 2001 – Fundação Getúlio Vargas - Brazil
- *“Being Creative in Vincentian Leadership: the Case of the Society of Saint Vincent de Paul”*
Vincentian Heritage – Volume 23-25 – Number 2 – 2005 – DePaul University - USA

PRESENTATIONS

- **June 2001** **Challenges for the e-Government in Brazil**
CONIP/Sucesu – Congress on IT in Government - São Paulo - Brazil
- **September 2001** **Government role in Education for Utilities Management**
University of Campinas – São Paulo – Brazil
- **September 2002** **Leveraging the Third Sector by Knowledge Management**
Knowledge Management Congress in Brazil – São Paulo
- **October 2004** **Enhancing Micro, Small and Medium Enterprise Trade**
Congress on Trade – Federation of Industries of Pará - Brazil
- **September 2005** **Enhancing Micro, Small and Medium Enterprise Trade**
Amazon Trade Show – Pará - Brazil
- **September 2005** **Enhancing Micro, Small and Medium Enterprise Trade**
IInd. Brazilian Conference on Clusters (APLs) – Rio de Janeiro - Brazil

ACTIVITIES IN THE SOCIAL/ECONOMIC DEVELOPMENT ARENA

- 2003 Member of the Association of the Christian Executive Directors of Companies (Brazil)
- 2002 Development of the strategy for the Instituto Rio, a community foundation sponsored by the Sinergos Institute
- 2002-Today Founder and executive director of “Solidare” – a venture philanthropy fund focused on projects on: education, job generation, housing, health and food distribution
- 2000 Member of the Board of the Our Lady of Mercy Society. The OLM Society is devoted to provide catholic assistance and education to English speaking residents in Rio de Janeiro – Brazil
- 1999-2000 Leader of the Catholic Caucus at the John F. Kennedy School of Government – Harvard University
- 1998 Development of a strategic vision for the Brazilian National Foundation for the Quality Award (similar to the Baldrige Award), involving business entrepreneurs with high impact on the Brazilian economy and the American Chamber of Commerce
- 1995 – 1997 Leadership of social engagements at McKinsey & Company: strategic review of Ashoka Innovators for the Public in Brazil, and redesign of the Education system in the state of São Paulo
- 1995 Founder of the Social Center of Competence: a joint venture of McKinsey & Company and Ashoka Innovators for the Public devoted to develop social research and social initiatives (please see Forbes Magazine, September 7, 1998)
- 1972-Today Member of the Society of Saint Vincent-de-Paul (SVP): worldwide society with 1 million members devoted to visit and assist poor families. Eduardo has been the worldwide youth coordinator from 1991 to 1993, the Brazilian representative in 1999 and the coordinator of the international communications management (2000-2002) the International General Council in Paris. Eduardo is currently the VP for International Affairs from the National Council of Brazil, where the SVP has 300 thousand members.

LANGUAGES:

Portuguese (native), English (fluent), French (fluent) and Spanish (oral and reading fluency; reasonable writing)

HOBBIES:

Reading, classical music and community activities