



speaker biographies

Izeusse Braga holds a Bachelor of Science degree in Economics from Candido Mendes University, Rio de Janeiro, an MBA in Marketing from Catholic University, Rio de Janeiro and has completed an International Marketing Programme at INSEAD, France. He has 45 years of experience in seven different institutions and businesses, including 34 years for Petrobras with positions in: Consulting for Industrial & Hydroelectric Projects; Electronics & Energy Industries; Government; Stock Exchange Operations; Social Projects; Strategic Planning; Metals & Petrochemicals Trading. He worked abroad (Petrobras' Trading Company) in México (1982-1986) and Argentina (1987-1990). Currently he is the International Corporate Communications Manager for Petrobras, responsible for the planning and organization of exhibitions, sponsorships, fairs and Formula 1 GP Races (high impact relationship marketing), in 35 countries on all continents. He serves as the Latin America Advisor and Consultant for GRLI – Globally Responsible Leadership Initiative. He has previously served as Petrobras' Representative at the United Nations Global Compact Office (NY, 2003-2008) and Former Director & Vice-President for ARPEL - Regional Association of Oil & Gas Companies in Latin America and the Caribbean (2002-2008).

Eraldo Carneiro currently leads the Planning and Management functions in Petrobras' office of Corporate Communications. Prior to this position, he led the Advertising Department. His career began at Nitrofertel, a subsidiary of Petrobras, and there he worked in community relations, public relations, planning and research. In addition to his leadership position for ABERJE, he is chairman of the Communication Committee of ARPEL – the Regional Association of Oil and Gas Companies in Latin America and the Caribbean. Mr. Carneiro holds an undergraduate degree in Social Communication from the Universidade Federal do Rio de Janeiro; a graduate degree in human resources from the Catholic University of Salvador, and an MBA in Marketing from the University of Sao Paulo. He teaches courses in the Graduate School of Advertising and Marketing (ESPM).

Rodolfo Witzig Guttilla is Director of Corporate Affairs at Natura, where he heads the government relations and communications activities. He is Chairman of the Board of the Brazilian Association for Business Communication (ABERJE). He is Vice President of the Brazilian Association for the Personal Hygiene, Perfumery and Cosmetics Industry (ABIHPEC), Union for the Perfumery and Toiletries Industry of the State of Estado de São Paulo (SIPATESP), the Brazilian Association of Direct Sales Companies (ABEVD), and the Union for Ethical Biotrade (UEBT). He is a board member of the Stakeholder Council of the Global Reporting Initiative (GRI) and the Center for Strategic and Advanced Studies of the Center of Industries of the State of São Paulo (CIESP). Before joining Natura in 2000, he worked in the areas of communication, marketing and public relations at Brasmotor S.A. and at Whirlpool Corporation, among other companies. With a graduate degree in Communication and Social Science, master's degree in Anthropology from the Pontifícia Universidade Católica de São Paulo, Guttilla specialized at the Kellogg School of Management, in partnership with the Dom Cabral Foundation.

Paulo Nassar is a professor of Public Relations at the School of Communications and Arts and the Graduate Program (*stricto sensu*) of the University of Sao Paulo (ECA/USP). He holds a master's degree and a Ph.D in Communication from the University of São Paulo. He is CEO of the Brazilian Association for Business Communication (ABERJE). He has authored several books, including *O que é Comunicação Empresarial* ("What is Business Communication"), *A Comunicação da Pequena Empresa* ("Communication of Small Businesses"), *Tudo é Comunicação* ("Communication is

Everything”), and *Relações Públicas na construção da responsabilidade histórica e no resgate da memória institucional das organizações* (“Public Relations in constructing the historical responsibility and rescuing the institutional memory of organizations”). He also serves as editorial director of the magazines *Comunicação Empresarial* (Business Communications) and *MSG – Revista de Comunicação e Cultura* (MSG – Culture and Communications Magazine).

Maria P. Russell joined the full-time public relations faculty of Syracuse University's Newhouse School of Public Communications in September 1986 after more than 16 years of professional public relations practice. As Chair of the School's Public Relations Department for three terms she oversaw its tremendous growth and innovative programming, including The Newhouse School's first venture into executive education, with the 1995 creation of an interdisciplinary, limited/residency distance learning program for mid-career public relations professionals, leading to a master's degree in Communications Management. That program has been replicated in a partnership with the DeGroote School of Business at McMaster University, Hamilton, Ontario, Canada. She has created several corporate communications programs in Brazil in partnership with ABERJE. In August 2008, Russell assumed executive education responsibilities for the entire School. Russell's career includes positions as Vice President of Communications, Greater Syracuse Chamber of Commerce; Consultant for the Greater Syracuse Program, a four-year economic development campaign for the Central New York area; Director of Community Relations for the United Way of Central New York; and Editorial Assistant/Writer for the State University of New York College of Environmental Science and Forestry. Russell's professional accomplishments have brought her numerous national communications awards and recognition from United Way of America; the American Chamber of Commerce Executives (ACCE); the Chamber of Commerce of the United States; and the Public Relations Society of America (PRSA). She is accredited by PRSA; in 1992, she was inducted into PRSA's College of Fellows, and was named PRSA's 1997 “Educator of the Year.” In 1998 she was elected to a two-year term on PRSA's National Board of Directors, served as 2001 Secretary and 2004 Treasurer of the 20,000-member professional society. In 1999 she was selected for membership in The Arthur W. Page Society. Russell serves on the governing boards of The Plank Center for Public Relations Studies at the University of Alabama, The PRSA Foundation and PRSA's College of Fellows. She is the first international member of ABERJE's Board of Directors.

Bret Walrath has more than 25 years experience in agency public relations, corporate communications and journalism, and is a specialist in CEO positioning, media relations, and international business development. Since joining Edelman in 1992, Mr. Walrath has worked in the agency's technology, corporate and public affairs sectors. His accounts at Edelman have included AT&T, Time Warner, IBM, Boeing, Ernst & Young, Sotheby's International Realty, and The Church of Jesus Christ of Latter-Day Saints. For 10 years at Edelman, Mr. Walrath managed a global brand and media relations campaign for Samsung, supervising activities in the U.S., Asia and Latin America. Highlights of the campaign included cover stories in *Forbes* (2004 and 2001), *Business Week* (2003), and *Fortune* (2002), plus development of major brand events and Samsung's keynote presentation at CES 2002. Over the course of the program, Samsung became the world's fastest-growing brand, according to Interbrand, the international brand consultancy. In addition to his corporate clients, Mr. Walrath has represented the governments or state-managed enterprises of Japan, Korea, Brazil, Egypt, Singapore, Canada and Hong Kong. While stationed in Seoul in 1996 he directed a global image and product positioning campaign for the Korean government, managing communications activities in the U.S., Germany, Spain, U.K., China and other countries. Mr. Walrath has also developed presentations for President Kim Dae Jung of South Korea and Foreign Minister Amre Moussa of the Arab Republic of Egypt, and has written speeches for the Presidents and CEOs of Warner Home Video, Bertelsmann Music Group, Ericsson, Lukens Steel, and Samsung. Mr. Walrath is a graduate of Middlebury College, holding a BA in English literature. He is a past director of the International Association of Business Communicators, as well as an IABC Accredited Business Communicator.