

BUILDING A CULTURE OF INNOVATION

You are our guest to participate in this panel that will bring real cases and examples of innovation models in different companies, both in the broadcast industry and other sectors, addressing different models of innovation and bringing a profile of the skills that this new professional needs have and how we can help on this journey,

Chair: **Carolina Duca Novaes - Technology Manager - TV Globo**

- Speaker: **Pierre Lucena, Presidente of Porto Digital**
- Speaker: **Roberto de Oliveira Filho – Technology Coordinator at RPC**
- **RELEVANT SKILLS IN THE JOB MARKET**

Speaker: **Anna Leticia Azevedo - Talent Acquisition Manager / TV Globo**

As some functions lose relevance in the market because they will cease to exist, other groups grow in importance. Some skills gain importance as companies evolve along with technologies.



Chair: Carolina Duca Novaes - Technology Manager - TV Globo

Graduated in Electrical Engineering by Mackenzie University, MBA in SMaster of Strategic market management by ESPM and Master in Digital Communication Systems by Mackenzie University. I am currently technology manager at TV Globo in Recife.



Pierre Lucena, Porto Digital President

President of Porto Digital (Recife Technology Park, chosen three times by Anprotec as best innovation environment in Brazil), PhD in Administration / Finance at PUC-Rio and Professor of Finance at UFPE. He was Rector of the Guararapes University Center (UNIFG) and Vice-President of the Diario de Pernambuco. He is a researcher in the capital markets area and was also Deputy Secretary of Education of Pernambuco.



Roberto de Oliveira Filho - Technology Coordinator at RPC

Roberto Oliveira has 15 years of experience in technology. He has held various positions in companies such as Buscapé, O Boticário, Apontador, Silicon Valley startups and currently manages the RPC technology team focused on BI solutions, Big Data, Machine Learning and innovations focused on business and entertainment.



Anna Leticia Azevedo - Talent Acquisition Manager / TV Globo

Current Position: Talent Acquisition and Employer Branding Strategy Planning at TV Globo. More than 20 years of experience in different HR roles (employer brand, Talent Management, Talent Acquisition, Performance Management, Engagement Research, New Talent Training and etc.