

GENERATIVE AI IN THE CREATIVE INDUSTRY: OPPORTUNITY OR THREAT

Moderator: Bruno Souza, Technology Director - Data & AI, Globo

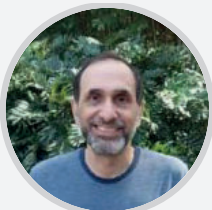
Speakers:

- **Jeremias Klausner**, Data Science Manager, Globo
- **Paula Chimenti**, Center for Studies in Strategy and Innovation, Coppead/UFRJ
- **Gabriel Carvalho**, Key Account Director- Google Cloud



Bruno Souza, Technology Director - Data & AI, Globo

Bruno leads the strategy and development of data, analytics and artificial intelligence platforms for Globo's digital initiatives. He has a degree in Electronic and Computer Engineering from UFRJ, a master's degree in Computer Science/Machine Learning from PUC-RJ and an MBA in Executive Management from COPPEAD/UFRJ.



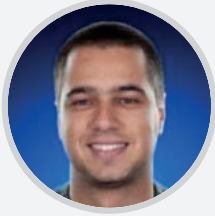
Jeremias Klausner, Data Science Manager, Globo

Jeremias is responsible for more than 30 data scientists, allocated to the Globo group's various digital products and platforms. He has worked in data science and artificial intelligence for over 20 years. I have a degree and master's degree in Electrical Engineering from PUC-RJ and an MBA in Executive Management from COPPEAD/UFRJ.



Paula Chimenti, Center for Studies in Strategy and Innovation, Coppead/UFRJ

PhD in Administration from the COPPEAD Institute of Administration (COPPEAD) of the Federal University of Rio de Janeiro (UFRJ) and Master in Administration from the Pontifical Catholic University of Rio de Janeiro (PUC-Rio), where she also completed a Specialization in Marketing (IAG Master in Marketing) and graduated in Social Communication. Participated in the Global Colloquium on Participant Centered Learning, at Harvard Business School. Teaches the subjects of Soft Skills, Strategy and Innovation, Management of Platforms and Network Markets and Research Methodology in the Executive MBA, Master's and Doctorate courses at COPPEAD/UFRJ. He taught in the Global Partners MBA program at Georgia State University, IAE/Sorbonne and COPPEAD. Coordinates COPPEAD's Executive MBA program. She was a Teaching Advisor to the Graduate Education Council (CEPG) at UFRJ for two consecutive terms. She is the editor of teaching cases for RAC – Revista de Administração Contemporânea. She is coordinator of the Center for Studies in



Strategy and Innovation, where she develops research on the impact of innovations on business ecosystems. She has several works published in Brazil and abroad in the areas of strategy and innovation and works as a reviewer for national and international journals and conferences. His article on Business Ecosystems received first prize at the most important academic event in Brazilian Marketing. He worked in companies from different sectors, in the areas of marketing and communication. She works as a consultant for public and private organizations in the area of strategy and innovation.

Gabriel Carvalho, Key Account Director- Google Cloud

Gabriel Carvalho is the Executive Director responsible for servicing and executing the partnership with Grupo Globo. Having been at Google for 9 years, he has worked in several areas such as Business Development in Latin America on the Google Maps platform and led digital transformation and innovation projects through Cloud Computing. Bachelor in Geography from the Pontifical Catholic University of São Paulo (PUC-SP) and Master in Engineering with a focus on Information Systems from the Polytechnic School of the University of São Paulo (Poli-USP), he worked at Hexagon Brasil for more than 9 years, developing solutions in the Geotechnology market for different verticals such as Oil, Gas, Mining, Government and Public Security.