

FUTURE OF TRANSFORMATION

Presenter: Wagner Kojo, SET Advisor and SET eXperience Full Connect Curator

WEB3 THE REVOLUTION YOU ARE NOT SEEING

Keynote Speaker: Robson Harada, CMO do MB Guild

ORGANIZATIONS FUTURE PROOF

Moderator: Renato Castro, Co-Founder, The Future of Transformation

General overview of maturity and the media ecosystem in Brazil. As we are? Will we be resilient to the next wave? What to expect from the communications and media sector in the future? What is the role of the media in future-proof organizations?

Debaters

- **Gustavo Verginelli**, COO of the Sportheca Group
- **Gabriel Villa**, Business Design - Martech, Claro BR
- **Dennis Garcia**, Advertising, Group Medium and Message
- **Hamilton Frausto**, Head of Customer Strategy, IBM



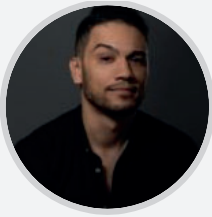
Wagner Kojo, SET Advisor and SET eXperience Full Connect Curator

With consistent experience in business, marketing, innovation and technology over the last 10 years, he has assumed leadership positions in reference companies in the Technology and Communication sectors. Advisor, Consultant, Angel Investor, Curator and Speaker, Kojo, is also very close to the startup and digital business ecosystem and collaborates with strategic initiatives involving business schools, management and leadership, such as Inova Business School, FDC, HSM, MIT and INSEAD. Graduated in Marketing and Communication from Universidade Paulista, MBA from Business School São Paulo, specialization in International Business at UPC Barcelona Tech, post-MBA in TrendsInnovation and TrendsInnovation Advisor from Inova Business School and Member of ACTIB – Association of TrendsInnovation Advisors of Brazil.



Robson Harada, CMO do MB Guild

Specialist in innovation and digital transformation in complex organizations and digital native companies. Currently CMO at MB Guild – the largest crypto exchange in Latin America, responsible for branding, content, experience and growth. Web 3.0 ambassador and enthusiast, on a mission to accelerate adoption and provide access to the benefits of blockchain technology. Active marketing professional and investor in the e-sports games segment. Catalytic member of Alma DAO and member of the boards of the Mobile Marketing Association, Grupo de Mídia de São Paulo and Dux Cripto. He worked in technology companies and large corporations such as Facebook, Uber, Google and Itaú Unibanco, developing businesses and methodologies for integrating marketing, growth and technology. Bachelor in Marketing and Information Systems.



Renato Castro, Co-Founder, The Future of Transformation

Businessman, serial entrepreneur and Nexialist, with 17 years of experience in the areas of creativity, communication, media, Martech and business strategies. He participated and led innovative projects in companies such as Itaú, Claro, Grupo GPA, Grupo Meio e Mensagem, Proxima, Magazine Luiza, in addition to acting as one of the first Journey Owner Consultant for IBM in Brazil. In 2018 he launched the TFT Platform - The Future of Transformation, where he is Co-Founder and responsible for creating new products. He founded Digital Land Empreendimentos e Inovação in 2015, where he works as head of strategies. He is responsible for the development of Nootropic Mindsetup in Brazil. Certified by Columbia Business School in Leadership in Digital Transformation, Graduated in Design and Advertising at Escola Panamericana de Arte and graduated in Process Management from Business School São Paulo. Advisor to Heads and founders of Startups in building innovative, customer-centric growth strategies.



Gustavo Verginelli, COO of Grupo Sporthea

With more than 15 years in leadership positions, Gustavo Verginelli is an advertiser by training, with a specialization in Data Science and 10 years of mathematics studies. Gustavo set up his first company in 2003. Since then he has founded Distrito, SportsMatch, Sporthea and Onefan, startups where he works 100% of the time with a focus on international expansion.



Gabriel Villa, Business Design - Martech, Claro BR

Gabriel Villa is a Martech at Claro. He is passionate about Marketplaces, advertising technologies and creating new businesses. He has extensive experience in payment methods and digital platforms, having worked at VTEX, Bradesco, ShopFacil, Amex, Credicard. He is a professor at Esecom, and a morse podcaster.



Denis Garcia, Advertising, Grupo Meio and Mensagem

For 16 years at Grupo Meio & Mensagem, working on different platforms and promoting connections between brands, vehicles and agencies.



Hamilton Frausto, Head of Customer Strategy, IBM

Head of CX IBM. Strategist with experience on different fronts, such as: Martech, Adtech, Omnichannel, CX, Digital Products, E2E Digitization, Customer Journey, CRM, among others.