

INNOVATION AND THE FUTURE FROM DIFFERENT PERSPECTIVES

In this panel, we will discuss the factors of data, market demand for professionals, and delivery capabilities, as well as a practical view from those who experience innovation on a daily basis within a cutting-edge nerve center.

Moderator: **Hugo Nascimento**, CTO of AD Digital | Coordinator of the “SET Industry 4.0” Working Group

Speakers:

- **THE FUTURE OF VIDEO**

Speaker: **Juliana Paiva**, Strategic Partnerships Leader, Google
Insights on the future of video distribution in the Brazilian market.

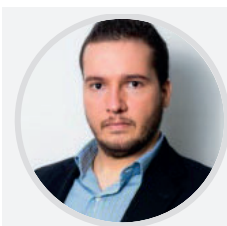
- **FROM CONCEPT TO REALITY: TRANSFORMING INNOVATION INTO PRODUCT**
Speaker: **Daniel Monteiro**, Head of Product Development & Technology - Globoplay

- **INNOVATION IS MADE BY PEOPLE AND NOT JUST TECHNOLOGY**

Speaker: **Maria Augusta Orofino**, CEO, Mabiz
Innovative companies work with agile methodologies, rely on disruptive business models and operate with a customer focus. You must certainly remember many success stories of startups that became unicorns that operate with these and other characteristics.

But what skills do leaders and their teams need to make innovation happen? How can we create innovation made from people to people when we have, in the job market, four generations working at the same time?

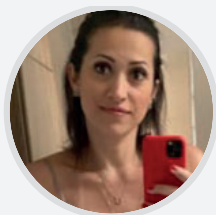
Creativity, ability to solve complex problems, collaboration, resilience and antifragility are some of the fundamental soft skills. And fostering multidisciplinary, diverse, inventive and creative teams is not impossible.



Hugo Nascimento, CTO at AD Digital | Coordinator of the “SET Industry 4.0” Working Group

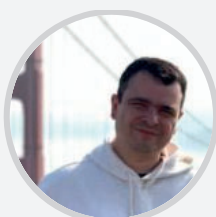
With a background in engineering and more than 20 years of experience in projects for renowned companies in the market, Hugo Nascimento has a wide range of clients in different sectors. Throughout his career, he has collaborated with multidisciplinary teams in several countries, acquiring in-depth technical knowledge. At AD Digital, Hugo is

responsible for the entire technical area, managing specialized teams and leading development and innovation initiatives.



Juliana Paiva, Strategic Partnerships Leader, Google

Advertising professional with over 20 years of experience in curating and producing audio and video content. Management of integrated projects for media companies with an emphasis on expansion and consumption for companies such as Rádios CBN and Globo, CNN Rádio/Rede Transamérica, UOL, Nova Brasil and The Antagonist.



Daniel Monteiro, Head of Product Development & Technology - Globoplay

Graduated in Electronic Engineering from UFRJ and passionate about new technologies, he joined Globo as an intern in 1998, working for 20 years in areas of research and development and innovation. Since the beginning of 2021, he has been at the forefront of Globoplay's product and technology development, leading the teams that create and develop Globoplay applications for all platforms.



Maria Augusta Orofino, CEO, Mabiz

Speaker, researcher, TEDx Talker, corporate educator in the areas of Innovation, Leadership and Agile Methodologies. Author of the book Leadership for Innovation, published by AltaBooks. Co-author of the books Jornada Ágil and Business Model You. Recognized and awarded by ABTD-PR as Personality of the Year in HR, in 2021 and Top of Mind HSM Academy 2021 and 2022. Considered as one of the 50 names that multiply creativity in Brazil, in 2022, by Wired Festival magazine. Teacher at ESPM, HSM Academy, and Sustentare. Content writer and presenter of training programs at UOL Edtech, Grupo Anima and HSM University. Its client portfolio includes Vale, TIM, Claro, Electrolux, Ultracargo, Mitutoyo, DOW, Abbot, Unilever among others. He has a Master's degree in Knowledge Management with extension courses taken at Duke University and UC Berkeley – USA and University of Barcelona – Spain.