

Panels

Tuesday, 2:00 – 3:30 pm, May 13, 2025

Global Engineering Education Panel

TOPIC: The Future of Engineering Education: Quantum Interoperability, AI, and the Next-Gen Learning Ecosystem

Panel Chair



Dr Mario Chauca
Professor, Engineering Department
National Technological University from South Lima
Lima, Perú

Mario Chauca is Executive Committee Member IFEEES (2019-2021), was a Director of the AOTS-Kenshu Kiokay-Peru (2010-2014), member of the technical committees since 2010, invited by the University of Washington IEEE, in 2010 joined the Steering Committee of the IEEE-MWSCAS, and has participated in more than 30 committees in the European Union, Asia, Africa, America and Australia. All event proceedings are indexed in Scopus, journals and others database.

Chauca was participant as speaker and Chair Session at WEE2019-Chennai (India), IEM2019-Toronto (Canada), WEEF2018-Albuquerque (USA), ICIMA2018-Penang (Malaysia), WEEF2017-Kuala Lumpur (Malaysia), CONeGOV2016-Florianopolis (Brazil), ISIT2014,17-Guanajuato (Mexico), MWSCAS2010-Washington (USA), JAIIO2009-Mar del Plata (Argentina), CONIELECOMP2007,9,10-Puebla (Mexico), SIE2004-Santa Clara (Cuba). He obtained a scholarship from the AOTS Tokyo (Japan), from the NIPA and Ministry of Science, ICT and Planning of the Future of Korea Seoul (Korea). He is a Consultant in Information and Communication Technologies, he was consultant in the project of United Nations-Inter-American Development Bank-Congress of the Republic of Peru and the Ministry of the Interior of Peru. He is a researcher by RENACYT-CONCYTEC in the Peruvian Government, adviser first award paper CONEIMERA2018, adviser of the First General Award Project for more than 5000 projects in the contest from the Romero Group, adviser for first projects in congress INTERCON, CONEIMERA, and was nominated for the Graña y Montero Prize for Research in Peruvian Engineering. Nominated Peruvian Research Southern Prize 2019 and nominated research award 2018 MEXICO. As author and advisor of papers he has more than 50 letters of acceptance, served organizer of international academic events, editor of proceedings, and advisor to the IEEE chapters at the National University of Callao and the Ricardo Palma University. He teaches at the postgraduate and undergraduate level, with 30 years of experience. He graduated as an Electronic Engineer from Ricardo Palma University in Lima Peru, obtained his Master's Degree in Business Administration with a mention in "Business Management" and his Doctorate in Education from San Luis Gonzaga National University.

Panel Speaker I



Tania Cristina D'Agostini Bueno, PhD
President, Instituto i3G
VP Global Engagement & Inclusion, IFEEES
Founder & VP, CIIDDI Network

TOPIC: The Future of Engineering Education: Quantum Interoperability, AI, and the Next-Gen Learning Ecosystem

Tania Cristina D'Agostini Bueno is a researcher and consultant specializing in Knowledge Management and Artificial Intelligence. She is the President of Instituto i3G, a founding member, and the Director of Technology at Mr. Predictions S.A. With over 25 years of experience, she has led projects integrating AI into governmental initiatives, balancing innovation with ethical and legal considerations. She founded the CIIDDI network to foster interdisciplinary collaboration between law and information technology, bringing together educators and professionals. As VP Global Engagement & Inclusion at IFEEES, she is dedicated to promoting diversity and inclusion in engineering education. Previously, she served as First VP and Treasurer of IFEEES (2017–2019) and as First VP

of CIIDDI (2022–2023). In 2023, she was elected to the IFEEES Board, further strengthening her global leadership.

Dr. Bueno holds a PhD (2005) and an MSc (1999) in Production Engineering from the Federal University of Santa Catarina. In 2008, she specialized in Software Engineering (UML) at SENAI/CTAI, Florianópolis. Recognized internationally, she was listed in "Who's Who in Science and Engineering" (2008–2009) and "Who's Who in the World" (2007).

She has coordinated multiple national and international projects, including Ontolegis, Ontojuris, TECLIN (UNESCO Chair), and MGov2. Her academic contributions include 91 conference papers, 9 book chapters, and 2 books. She has developed ten software products (five patented, two pending), two processes, and over 31 technological innovations. She has participated in 18 research projects, leading six, and has served on 16 scientific committees while organizing six international conferences.

Her expertise spans AI, ontology engineering, case-based reasoning, legal informatics, e-government, jurisprudence, knowledge-based systems, robotics, and distance learning, making her a prominent figure in AI-driven governance and education.

Panel Speaker II



Dr. Jorge Tenório Fernando
Researcher Professor, Centro Paula Souza
Fatec Ferraz de Vasconcelos, Cotia y São Paulo, Brazil

TOPIC: Bridging Academia and Industry: Co-Creating Value at São Paulo State Tech College with Leading Companies.

PhD in Management Studies (2019) from Pontifícia Universidade Católica de São Paulo, with a period as Guest Doctoral Researcher (2017) at the University of Mannheim, Germany through the sandwich research grant by CAPES; Master's Degree at Business Administration (2009) from Universidade Presbiteriana Mackenzie; Specialist at Applied Consumer Sciences (2013) and MBA in Marketing (2005) from Escola Superior de Propaganda e Marketing; Specialist in International Trade (1997) from Fundação Armando Álvares Penteado; Bachelor Degree at Language and Literature (English, German, Portuguese) from Universidade de São Paulo (1995-1999). 25 years of experience as an executive in national and multinational companies in international trade, business development, and strategic marketing. Professor for undergraduate management courses at Centro Estadual de Educação Tecnológica Paula Souza (FATEC, ETEC) for the last three years. In 2019 delivered lectures for graduate specialization courses at Universidade São Judas. In 2020, I was a lecturer for the MBA courses at FUNDACE, an institution associated with FEA (University of São Paulo, campus of Ribeirão Preto).

Panel Speaker III



Hugo Cesar Hoeschl, PhD
President Quantica Tech, DMCC, Dubai

Hugo Cesar Hoeschl holds a PhD (2001) in Production Engineering and a postdoctoral degree (2003) in Electronic Government from the Federal University of Santa Catarina. A former National Treasury Attorney, he also served as an Accredited Professor at the Federal University of Santa Catarina. His career is distinguished by extensive contributions to legal informatics and e-government. With a strong international presence, he has published 19 articles in specialized journals across countries such as the Czech Republic, Germany, Denmark, Slovenia, the United States, and Mexico. He has also presented 136 papers at conferences worldwide, including in Argentina, Spain, Chile, Scotland, France, Portugal, the U.S., Czech Republic, India, England, Germany, China, Greece, Italy, Norway, and Poland. His academic contributions include 23 book chapters and 7 published books. Dr. Hoeschl has an impressive portfolio of 30 software developments and 6 patented processes or techniques. His research activities have led him to participate in 57 scientific events, the majority outside Brazil. He has supervised 21 master's theses in Production Engineering, Law, and Information Science, as well as 2 doctoral dissertations. Additionally, he has played a key role in 8 research projects, furthering advancements in e-government and legal technology. Recognized for his contributions, he has received 23 awards and honors. Throughout his career, he has collaborated with 85 co-authors in scientific publications, reinforcing his influence in interdisciplinary research. His expertise spans e-government, legal informatics, artificial intelligence, and technology-driven public administration, making him a leading figure in the integration of law and technology on a global scale.

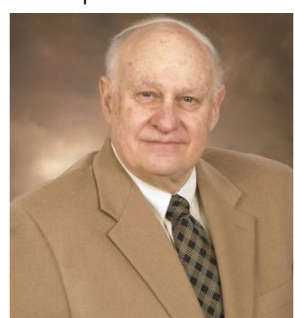
Panel Speaker IV



Dr. Juan Sánchez-Gómez
Researcher Professor, Departamento de Ingeniería de Sistemas y Computación
Universidad de los Andes, Bogotá, Colombia

Sánchez-Gómez is a biomedical engineer, lawyer, magister in Education, magister in Public Policy and PhD(c) in Engineering at Universidad de los Andes. He has worked as academical coordinator of Bioengineering and professor of Industrial engineering at the Universidad El Bosque, adjunct professor of Systems engineering at the Universidad de los Andes, associate professor of industrial engineering at the Universidad Sergio Arboleda, adjunct professor of civil and telematics engineering at the Universidad Distrital, assistant professor of Environmental engineering at the Universidad de Cundinamarca and pedagogue of educational innovations at the Center for Innovation in Technology and Education (ConectaTE) at the Universidad de los Andes. He has experience in research in Data science, and he has certified the English, Portuguese, and French languages. He has been a designer of courses and educational programs, a leader of national (CNA) and international accreditation (ABET) in higher education, teacher trainer in secondary education.

Panel Speaker V



Professor Donald M. Reimer
Chief Operating Officer, IEOM Society International
President, The Small Business Strategy Group, Detroit, Michigan, USA
Adjunct Faculty – A. Leon Linton Department of Mechanical Engineering
Lawrence Technological University, Southfield, Michigan, USA

Donald M. Reimer is an adjunct faculty at the A. Leon Linton Department of Mechanical Engineering in College of Engineering at Lawrence Tech in Southfield, Michigan. He coordinates the Certificate of Entrepreneurial Engineering Skills. Mr. Reimer holds a Bachelor of Science degree in Industrial Management from Lawrence Technological University and a Master of Arts degree in Political Science from University of Detroit/Mercy. He is a Certified Management Consultant with over 35 years of experience in working with closely-held businesses. He has taught courses in entrepreneurship, strategic management, corporate entrepreneurship and innovation for engineers. Mr. Reimer is a member of the Lawrence Tech Kern Campus Committee, Coordinator of the Lawrence Tech Innovation Encounter. He is faculty Advisor of the Collegiate Entrepreneurs' Organization. Mr. Reimer serves as a Kern Fellow of The Kern Family Foundation, Co-Direct of the Coleman Fellows Program, member of the National Collegiate Entrepreneurs' Organization Faculty Advisory Council and is a member of the American Society of Engineering Education. He has operated his own consulting company – The Small Business Strategy Group for 23 years. He

published numerous articles on small business, entrepreneurship and strategic thinking. He has received several awards and recognition by local, state and federal agencies for his work in entrepreneurship and minority business development. Mr. Reimer served as member of the Minority Economic Development Committee of New Detroit. Mr. Reimer is member of the Small Business Advisory Council of the Detroit Regional Chamber of Commerce. Mr. Reimer is a member of Advisory Board of the Milwaukee Junction Small Business Assistance Center. He is also a member of the Applied Innovation Alliance. Mr. Reimer serves as a KEEN Fellow for The Kern Family Foundation and is a member of United States Association of Small Business and Entrepreneurship.

Tuesday, 4:00 – 5:30 pm, May 13, 2025

Panel on Production Systems, Economic Engineering, and Technology Management

Panel Chair



Dr. Antonio Henriques de Araujo Junior
Professor, Department of Production Engineering
College of Technology
State University of Rio de Janeiro
Rio de Janeiro, RJ, Brazil

Dr. Antonio Araujo is a professor and researcher in the Department of Production Engineering at the State University of Rio de Janeiro, teaching in undergraduate and postgraduate engineering production courses and programs. He graduated in Transport Engineering by a prestigious German University (Bergische Universitaet Wuppertal) and concluded his doctorate at the University of Sao Paulo, Brazil in the Production Engineering area, having published the thesis "Productivity analysis of the Brazilian air transportation". Dr. Araujo has 20 years of experience in the

automotive industry (Mercedes-Benz, Brazil) and 5 years in the strategic planning of the aeronautical industry (EMBRAER, Brazil). He is serving as an area editor of Journal of Aerospace Technology and Management review (JATM). Dr. Araujo had attended the IEOM conferences in Istanbul and Dubai.

2:00 – 3:30 pm, May 14, 2025

Women in Industry and Academia Panel sponsored by Ford Motor Company

Panel Chair



Evelyn Ramos
Professor in Undergraduate and Postgraduate Engineering courses
Facens, Sorocaba, Sao Paulo, Brazil

Engenheira de Produção, pós-graduada em Lean Six Sigma e Master Black Belt em Lean Six Sigma; atua como professora em cursos de Graduação e Pós-Graduação em Engenharia; atualmente é mestrandia em Processos Tecnológicos e Ambientais; possui ampla experiência como Especialista em Manufatura Enxuta – Lean Manufacturing, com atuação em consultorias de Melhoria de Processos, gestão e auditoria de Sistemas de Gestão da Qualidade, com foco nas normas ISO 9001 e ISO/IEC 17025.

Production Engineer, with a postgraduate degree in Lean Six Sigma and certified as a Master Black Belt in Lean Six Sigma; serves as a professor in undergraduate and postgraduate Engineering courses; currently pursuing a master's degree in Technological and Environmental Processes; has extensive experience as a Lean Manufacturing Specialist, working in process improvement consulting, as well as in the management and auditing of Quality Management Systems, with a focus on standards such as ISO 9001 and ISO/IEC 17025.

Panel Speaker I



Professor Marisa Masumi Beppu
Full Professor in Chemical Engineering
School of Chemical Engineering
Certified Six Sigma Master Black Belt
Research in Process Improvement

Professor Marisa Beppu has been a professor at Unicamp since 2002, leaving a career in the production sector (Du Pont). In 2006, she completed a postdoctoral internship at the Massachusetts Institute of Technology (MIT-USA) and, in 2009, she participated in the Faculty Mobility Program at the Faculty of Engineering of the University of Porto (FEUP). She attended academic missions at Université Laval (Quebec-Canada, 2009) and Université Cergy-Pontoise (France, 2014). She carries out projects, consultancies and advisory services to companies in the areas of bioresources, Six Sigma and process quality. She was Head of the Department of Thermofluidynamics (2004-2006), Associate Director (2010-2014) and Director (2014-2017) of School of Chemical Engineering at Unicamp, Vice-Rector of University Development at Unicamp (2017-2019), Faculty Representative at the University Council of Unicamp (2019-2021, 2021-2023, 2023-2025), Representative of CRUESP at the Board of Directors of SPPREV (2020-2022). She is a CNPq 1D productivity scholarship holder. She was a member of the CNPq Advisory Committee (CA-EQ, 2021-2024) and coordinator of the CA 2023-2024. She participated in the CAPES Evaluation Committee in the area of Engineering II (quadrennium 2017-2020). She is part of the Metrics.edu project that studies the impact of Universities on society. She received the Zeferino Vaz awards for academic excellence in 2012, the Inova Unicamp Award for Initiation to Innovation and Scientific Merit in 2012 (honorable mentions in 2014 and 2016), the PROEC Extension Award 2020, the COBEQ/ENBEQ Award for best work in Teaching in Chemical Engineering 2021.

Panel Speaker II



Julia Dubas Silva
Direct Material Purchasing
Bosch, Sorocaba, Brazil

Panel Speaker III



Gabriela Pereira
Estágio em engenharia de qualidade
Bosch Brasil

Panel Speaker IV



Gabriela Garcia Fiusa
Quality Analyst
Bosch
Sorocaba, São Paulo, Brazil

Panel Speaker V



Josiane Silva
Engenheira de melhoria contínua – BPS Coordinator
Bosch Brasil, Sorocaba

Panel Speaker VI



Thamirez Drummond Reis
CNPq Scholarship Holder
Industrial Engineering Major
Student at UFSCAR-Sorocaba, São Paulo, Brazil

Undergraduate student in Production Engineering at the Federal University of São Carlos (UFSCar) – Sorocaba campus, with active participation in academic and extracurricular programs focused on technical and personal development. Serves as a class representative, member of a student organization, and participates in an extension program in the field of Decision Analysis aimed at in-company members. Currently engaged in a scientific research project funded by a CNPq scholarship focused on resource allocation, reinforcing her interest in optimization and process management.

4:00 – 5:30 pm, May 14, 2025

Industry 4.0 Panel

Panel Chair



Dr. Antonio Carlos Gomes Junior
Diretor Indústria & Serviços
Head Indústria & Tecnologias 4.0
Facens University, Sorocaba, São Paulo, Brazil

Experience/responsibilities in the areas of manufacturing engineering, factory management, safety, continuous improvement, staff recruitment and development, purchasing, technical support, project development, industry 4.0 (Acatech/Maturity Center), development of innovation centers, digital maturity level assessment, production, cost optimization, offers, sales of services and equipment, operations management, planning, start of production lines, national and international projects by "Turn Key", quality, six sigma, resources human resources, training, technology in companies like ZF, Schaeffler, Scania and Caterpillar; sustainability, circular economy, professor of engineering, was mechanical engineering coordinator, international relationship, Research Institute, FabLab, Industrial Business. Academic responsibility & partnership for industrial processes, 4.0 activities and metals additive manufacturing (3D) at FACENS/IP FACENS. Member of the Municipal Science, Technology and Innovation Committee of Sorocaba, center of technological excellence in the metropolitan region of Sorocaba CET 4.0 and SAE SP manufacturing area. Highlight for: intercultural and interpersonal relationships, leadership and team development, production, engineering, maintenance, manufacturing processes and optimization, business plan, 5S, Six Sigma, ISO 9001, 14001, Lean Manufacturing and advanced manufacturing 4.0 implementation.

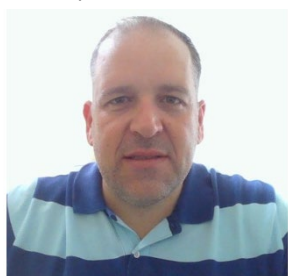
Panel Speaker I



Joel C Junior, MsC, PMP
SR Project Manager & Entrepreneur
Associate Founder, NX2IN Technology & Management
Authorized Training Partner of Project Management Institute (PMI)
Sorocaba, São Paulo, BRAZIL

Joel C Junior is a project manager and entrepreneur, Industry 4.0 consultant, and researcher with over 20 years of experience in the automotive, renewable energy, and capital goods sectors. He is the associate founder of NX2IN, providing consulting and training in digital transformation, agile methods, and Lean Manufacturing. At ZF Group, he leads global steering system projects and has headed industrial digitization, automation, and MES/IoT implementation initiatives. He holds PMP, Lean Six Sigma Black Belt, and DFSS certifications, with strong international experience across Germany, the U.S., and Singapore. He earned a Master's in Production Engineering from UFSCar, researching product development, innovation and tacit knowledge. He has presented at major conferences and published scientific papers on product development, sustainability, and concurrent engineering. Joel also teaches and mentors, bridging industrial practice with the training of professionals for Industry 4.0.

Panel Speaker II



Dr Eduardo Paciencia Godoy
Professor and Researcher
Engenharia de Controle e Automação
UNESP – São Paulo State University
Sorocaba, São Paulo, Brazil

Eduardo Paciencia Godoy received the B.Eng. degree in Control and Automation Engineering at Itajubá Federal University (MG-Brazil) in 2003 and the M.Sc. and Ph.D. degrees in Mechanical (Automation) Engineering at University of São Paulo (SP-Brazil) in 2007 and 2011. Currently he is an Associate Professor of UNESP (SP-Brazil) of the Control and Automation Engineering at the UNESP – São Paulo State University. He has been participating in research, technological development and innovation projects funded by government agencies and industries, with more than 100 papers published in journals, magazines and conferences besides patents and product developments. He has experience in Control, Automation and Industrial Informatics mainly in the following subjects: Mechatronics, Manufacturing automation, Process Control, Industrial networks, Networked Control Systems (NCS), Wireless Networks, Internet of Things (IoT), Industry 4.0.

Panel Speaker III



Prof. Vitor Mendes Caldana
Federal Institute of Sao Paulo (IFSP) – Sorocaba Campus
Sorocaba, Sao Paulo, Brazil

Vitor Mendes Caldana began his career with a technician course in Electronics from Liceu de Artes e Ofícios in 1999, followed by an undergraduate degree in Electronic Engineering from Universidade Presbiteriana Mackenzie in 2004. In 2016, finished his M.Sc. in Industrial Engineering. Since 2023 is a student at UNESP to obtain his Ph.D. in Electronic Engineering in the Industry 4.0 field. In 2014 began his teaching career in FIEB as a substitute teacher, followed by an associate professor position for the Technical Course of Electronics. In 2016 became a full-time professor by joining IFSP, moving to the Sorocaba Campus to implement the Electronics High-School Technical Course. In 2018 started the Research Group in Industry 4.0 at IFSP and has been its leader since. Between 2019 and 2020, along with his colleagues, designed and implemented the first Post-Graduate Program in Industry 4.0 of IFSP at the Sorocaba Campus. He is currently involved in research projects in Industry 4.0.

Panel Speaker IV



Rodrigo Murtinheira
Consultor industrial
Murtinheira Consultoria Industrial
Sorocaba, São Paulo, Brazil

Panel Speaker V



Gustavo Albuquerque
Product Analyst, Itubombas
Soluções especializadas para movimentação de fluidos
Itu, São Paulo, Brazil

2:00 pm, May 15

Cybersecurity and AI Panel

Panel Chair



Luciana Feraro
Supervisor de Manutenção
Nissin Foods do Brasil Ltda.
Ibiúna, São Paulo, Brazil

Panel Speaker I



Amin Ayad
Co-Founder and Technical Director
WORKEZ

Amin is the Co-Founder of WORKEZ, an AI agency in Sorocaba that builds MVPs 4x faster and at 50% of the cost by combining GPT automation with efficient backend architecture. He has led the development of AI products like Mentor.AI and Trends Finder, and consults on applied AI for Atom Educacional (Carol Paiffer), Shark Tank e-School, Dinastia, and Real AI Dynamics (USA). A certified tech professional with a background in cybersecurity and systems development from Colégio COTEMIG and IGTI, he's also a core member of a startup house fostering innovation in Brazil's AI ecosystem.

Panel Speaker II



Roberto S. Netto
CTO
IP Facens
Sorocaba, São Paulo, Brazil

Panel Speaker III



Ilma Laurindo
Chief Technology Officer – Instituto Edutech21
Leader and Mentor – NASA Space Apps Challenge
PMI PMO Global Awards 2025 – Judging Committee Member
Sorocaba, São Paulo, Brazil

Ilma Laurindo is an award-winning technology leader, entrepreneur, and mentor with over 25 years of experience in innovation, digital transformation, and strategic project management. She is the Chief Technology Officer at Instituto Edutech21, where she leads the development of immersive and scalable educational technologies, including Virtual Reality applications for teaching mathematics aligned with the Brazilian National Common Core (BNCC). She also serves as a leader and mentor for the NASA Space Apps Challenge, guiding interdisciplinary teams in tackling global challenges, and as a 2025 Judging Committee Member for the PMI PMO Global Awards, one of the most prestigious recognitions in project management worldwide. Ilma is the founder of several startups, including Edutech21, D'Era Saúde, a social impact telemedicine platform recognized among Brazil's top 400 most innovative startups by InovAtiva Brasil, and Sangue Amigo, a national platform connecting blood donors to donation

centers. As part of her master's program in Health and Education Management, she developed an artificial intelligence solution using machine learning to recommend basic laboratory tests based on patients' reported symptoms—an innovation aimed at optimizing diagnostic efficiency in primary healthcare settings. Her corporate experience includes leadership roles at Itaú Unibanco, IHARA, Unilever, and Stefanini, where she managed enterprise-scale technology, product, and process improvement initiatives. At Mimo Live Sales, she led the development of a live commerce platform that served over 1 million users and supported 100,000 concurrent viewers. Ilma holds a master's degree in healthcare and education management from FAMERP and a degree in Software Engineering from UFSCAR. She is currently pursuing an MBA in Artificial Intelligence and Big Data at the University of São Paulo (USP). Additionally, she is PMP-certified, holds a Lean Six Sigma Green Belt, and is a long-time member of the Project Management Institute (PMI). Internationally recognized, Ilma was featured in PM Network, the official magazine of PMI with a global reach of over 3 million readers. She is also an experienced speaker at institutions such as FIAP, UFSCAR, UNIP, FIA, SENAC, Centro Paula Souza, and SEBRAE. She actively mentors innovation programs including Women-in-Tech (Insper), StartupSP (Sebrae), and Brazil's School of Innovators initiative.

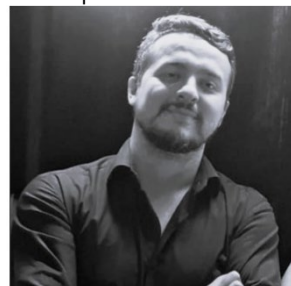
Panel Speaker IV



Rodrigo Luiz Gigante
Professor and Coordinator of Production Engineering
FACENS University, Sorocaba, Sao Paulo, Brazil

Rodrigo Luiz Gigante is a professor and coordinator of production engineering at FACENS University, Sorocaba, Sao Paulo, Brazil. He earned his master in Production Engineering from the University of São Paulo (2010); Bachelor of Applied Mathematics and Scientific Computing from the University of São Paulo (2007). His areas of expertise are Operational Research, Discrete Event Simulation, Scheduling, Queue Theory, Production Planning and Control and Logistics.

Panel Speaker V



Diego Mariano de Oliveira, MBA
Control and Automation Engineer
Global Solution Architect of AFRY (2023 – now)
Av. Rudolf Dafferner 400, Sorocaba - SP - Brazil

International Business MBA
 Chief Executive Officer of BirminD (2015 - 2023), Board Vice-President of BirminD (2020 – 2023)
 Vice-President of Advanced Manufacturing chamber of ABIMAQ
 Startup Advisor (Brazilian Startup Association), Support in AI initiatives from Brazilian government (CNI/MCTI)
 Universidade Estadual Paulista (UNESP), Fundação Getúlio Vargas (FGV)

Diego is a control & automation engineer, with an international business MBA, and more than 15 years working with industrial digitalization technologies. He's supported many country advances, such as the Brazilian AI plan (EBIA and PBIA), participated in discussions regarding AI regulations in Brazil, and worked as Vice-President of the Advanced Manufacturing chamber within the Industrial Machinery Association (ABIMAQ). As CEO of BirminD, an industrial AI company, have created products to improve the efficiency of small to multinational corporations. BirminD was sold to WEG S.A. (WEGE3) in 2023 and now Diego works with his own consulting company providing mentorship to tech companies directly or through the Brazilian Startup Association (ABS), and also working as a global solution architect for industry 4.0 in AFRY S.A.

Panel Speaker VI



Jonas Vieira
Founder of FALA, an EdTech startup
Sao Paulo, Brazil

Jonas Vieira is the founder of an EdTech startup focused on transforming education through innovation and global collaboration, impacted more than 6 thousand students in 27 different countries. With an engineering degree earned in both Brazil and Germany, and an MBA in Smart Cities Management, he brings a unique combination of technical knowledge and strategic vision to building inclusive, future-oriented learning ecosystems. Fluent in English, Portuguese, and German—and currently learning Chinese—he navigates multicultural environments with ease, advocating for education as a bridge across global communities. In 2023, he was recognized as a Global Educator Leader by AFS at the United Nations headquarters in New York, an acknowledgment of his dedication to shaping the future of education on an international scale. He is passionate about sharing insights on education, technology,

and global citizenship.

4:00 pm, May 15

Supply Chain and Purchasing Panel

Panel Chair



Dr. Guilherme F. Frederico, PhD
Professor of Operations, Supply Chain and Project Management
Universidade Federal do Paraná, Curitiba e Região, Brasil

Guilherme Francisco Frederico is a Professor of Operations, Supply Chain and Project Management at Federal University of Paraná – UFPR – School of Management, Curitiba, Brazil. He works by teaching and leading researches in the graduate and undergraduate programs (Business Management) at UFPR. Also, Prof. Frederico has been working in collaboration with the Centre for Supply Chain Improvement at University of Derby – UK as a Visiting Professor. His research interests and expertise on Supply Chain Management field are related to Maturity and Performance Measurement, Project Management, Knowledge Management, Strategic Sourcing and Impacts from Industry 4.0 and Industry 5.0. He has published his research outcomes in international journals such as Supply

Chain Management an International Journal, Journal of Cleaner Production, Business Process Management Journal, International Journal of Productivity and Performance Management, Operations Management Research Journal, Benchmarking an International Journal, International Journal of Logistics Management and Knowledge and Process Management Journal. Prof. Frederico is a member of the Editorial Board of the International Journal of Industrial Engineering and Operations Management – Emerald and Associate Editor of Gestão&Produção. He has also been leading some special issues on reputed and highly ranked journals as managing guest editor as well as serving as an expert reviewer. Prof. Frederico has also been contributed to some reputable supply chain magazines (e.g., Supply Chain Management Review, Logistics Management, Celerity Logistics, Performance Magazine and The World Financial Review) publishing articles with relevant practical insights. Also, he has been invited as international guest speaker in universities of different countries such as UK, Sweden, India and UAE. Previously the academic career he worked in strategic positions for more than 10 years on SCM field in Global and Large Companies (e.g., Bunge, Deere & Company) involving different segments of Industry including manufacturing and logistics services operations.

Panel Speaker I



Vitor Araujo
Indirect Purchasing Manager
Valeo
Sorocaba, São Paulo, Brazil

Panel Speaker II



Dr. Ahad Ali
Associate Professor
Director of Industrial Engineering
LTU, MI, USA