

## ANA CARLA FONSECA

Prof. Dr. Ana Carla Fonseca is an international consultant, speaker and advisor on the creative economy, cities, culture, business and development. Public Manager from Fundação Getulio Vargas ([the most influential think tank in Latin America](#)), at the age of 20; Economist; holding a four-year Master cum laude in Management and a PhD in Urban Studies from the University of São Paulo (the best university in Latin America, according to [Times](#) ranking), with a pioneering thesis on creative cities; and an MBA from [Fundação Dom Cabral](#). A guest professor and/or coordinator of post-grad courses on economics, culture and cities at [Fundação Getulio Vargas](#), [Candido Mendes University in Rio](#), [National University of Cordoba](#) (Argentina) and [Rey Juan Carlos University](#) (Spain).

She led communication, innovation and knowledge management projects for multinational companies for 15 years, based in Latin America, London and Milan. In 2003 she set up [Garimpo de Soluções](#), a pioneering company operating in the fields of creative economy, cities and business; and a consultant and speaker in five languages and 173 cities of 30 countries: Argentina, Brazil, Chile, China, Colombia, Cuba, Denmark, Ecuador, England, Estonia, France, India, Italy, Jamaica, Jordan, Latvia, Morocco, Mexico, the Netherlands, Peru, Portugal, Russia, Rwanda, Spain, Switzerland, Taiwan, the United States and Uruguay. Advisor for the UN (UNCTAD, UNDP, UNESCO), she collaborated with the *Creative Economy Report* [2008](#) and [2013](#) and collaborated to a series of strategic projects for governments, such as the Creative Economy Plan for the State of São Paulo (2016).

Carla wrote leading-edge books, such as *Economia da Cultura e Desenvolvimento Sustentável* (Economics of Culture and Sustainable Development - [Jabuti Prize](#) 2007, the most important book award in Brazil) and *Cidades Criativas* (Creative Cities - finalist [Jabuti Prize](#) 2013). She conceived and/or published pioneering e-books with global reach, e.g. [Creative Economy as a Development Strategy](#) (2008, trilingual), [Creative City Perspectives](#) (2009, bilingual).

She designed and/or implemented impactful projects for companies, governments and institutions, such as Criaticidades, a platform for creative cities based on local singularities; Sampa CriAtiva, a collective intelligence virtual space to stimulate and gather proposals on city transformation formulated by citizens themselves; and [OpenCity Lab](#), a digital curatorship connecting brands to startups bearing positive urban impact. She is a curator of international congresses and Content Director for [ExpoGestão](#) (one of the most renowned business congresses in Brazil).

Carla is a member of the [Association for Cultural Economics International](#), of [UNESCO Pool of Experts on Public Policies](#), of [Repensadores Network](#), of the boards of [Página 22](#) magazine, [Virada Sustentável](#), [Minha Sampa](#), [Recicleiros](#) and [Local Chef](#). She won [Claudia Award](#) 2013 (the most renowned women's award in Latin America), in the Business category and was appointed by [El País](#) leading Spanish-speaking newspaper in 2013 one of the eight Brazilian personalities who impress the world.