



A public manager (1989) and economist (1997), she holds an MBA (1999), a Master's degree cum laude in Management (1997) and a PhD in Urbanism (2012). Her thesis pioneered the field of creative cities in Brazil and was appointed by the Faculty as the best applied thesis of its biennium.

She started her career joining a pilot project created by Ogilvy group globally. Liberty was an innovative agency, having no hierarchy or fixed departments. She left the company upon winning the Brazilian phase of the Championnat d'Orthographe (1989). She was then invited to work for the French Consulate in São Paulo, aligning cultural projects with the Chamber of Commerce. The experience led her to further explore cultural sponsorship and public policies, authoring a Master's dissertation (1997), then converted into a pioneering book (2002).

In parallel, she started a career in marketing and innovation, based in Latin America, London and Milan. After 10 years at Unilever she moved back to Brazil and set up her consultancy company, Garimpo de Soluções (Solutions Mine, 2003), operating at the crossroads of economics, culture and regional development. Garimpo has a track record of spearheading projects for private companies and institutions, including local and regional creative economy plans, tailor-made methodologies for the development of creative cities, entrepreneurship and placemaking, besides 840+ talks. Carla coordinated the first courses on the creative economy and creative cities in Brazil (Fundação Getulio Vargas) and teaches regularly at the MBA on Social Innovation (ILO Training Center/Turin).

She was a member of UNESCO's pool of experts (2011/15), an advisor to the National Institute of Applied Economics (2018) and to the Federation of Industries to the State of São Paulo (2022/23). She is a board member for NGOs committed to promoting cultural diversity, quality of life in cities and black entrepreneurship - Instituto pelo Diálogo Intercultural, Virada Cultural, PretaHub - and of The Festival Academy.

She authored and edited books on creative cities (as Creative City - Perspectives, 2009) and the creative economy (Creative Economy as a Development Strategy, 2008). She was awarded with the Jabuti Prize (the most prestigious book prize in Brazil, 2006), for a book on the Economics of Culture and was a finalist in Urbanism (2013) and Creative Economy (2021). She received Claudia Prize (the biggest women's award in LatAm, 2013), the São Paulo State Government Award (2021) and was appointed by El País one of the 8 Brazilians impressing the world (2013).

