



## ALEJANDRO CASTAÑÉ

Alejandro Castañé is a partner and director at Garimpo de Soluções, a consultancy specializing in creative economy and territorial development. For over a decade, he has been prospecting — in the most literal sense of the word — what is most valuable in each place: its people, its knowledge, its creativity, its economic singularities. And turning all of that into strategy.

In Argentina, he worked in data management innovation and cultural projects — a background he brought to Brazil and that continues to shape his vision of how culture and creativity can be genuine drivers of economic development. A sought-after speaker across the Americas and Europe, he moves with equal ease between the business sector and public administration.

In Brazil, he has traveled from the Araguaia-Xingu to the Vale do Paraíba, from Ceará to the Vale do Jequitinhonha, from Pará to Santa Catarina. Each territory with its own economy, society, and challenges — and each project demanding equally singular responses. In the Vale do Ribeira, the work resulted in the country's first regional creative economy plan; in Itabira, he developed a groundbreaking pilot for economic base diversification in mining-dependent cities. In the Vale do Jequitinhonha, he decoded the affective world of local artisans into a place-branding strategy. Beyond these, he has led mappings of creative ecosystems — uncovering everything from Amazonian riverside ventures to creative businesses in Ceará — and territorial innovation labs connecting culture, sustainability, and local development.

This body of work — built in partnership with FIESP, UNESCO, Sebrae, EDP, and municipal and state governments — has established Alejandro as a reference in creative economy, regional development, place branding, creative ecosystems, and creativity-based public policy. Topics that are increasingly prominent on the agenda of companies, federations, and governments committed to inclusive development. For all of them, Alejandro works as a consultant and speaker — bringing method, experience, and innovation.

