



## ANA CARLA FONSECA

Ana Carla Fonseca is a leading expert in creative economy, creative territories, and sustainable development. She holds a degree in Public Administration from FGV — completed at age 20 —, a degree in Economics, a Master's degree in Administration (with distinction), a PhD in Urban Planning from the University of São Paulo (USP), and a post-doctorate in Creative Economy (Feevale), as well as an Executive MBA from Fundação Dom Cabral. Her doctoral dissertation at USP was the first in Brazil on creative cities.

A prolific author, she wrote the landmark *Marketing Cultural e Financiamento da Cultura* (2002) and the award-winning *Economia da Cultura e Desenvolvimento Sustentável — O Caleidoscópio da Cultura* (2007), winner of Brazil's prestigious Jabuti Prize in Economics and the first solo work by a Brazilian author on the subject. She was also a Jabuti finalist in Urban Planning for *Cidades Criativas* (2013) and in Creative Economy for *Dá Gosto Ser do Ribeira* (2021).

After 15 years in leadership roles at multinational corporations — across Latin America, London, and Milan — she founded Garimpo de Soluções, a pioneering firm in creative economy, development, and creative territories. The company has delivered consulting, curation, strategic plans, and advisory services to over 270 organizations in 34 countries, including the IDB and the UN. Recent projects include the Território Criativo Vale das Histórias (9 municipalities in Vale do Paraíba/SP), Pegadas Criativas (Uberaba/MG), LUCAS — Urban Creative, Articulated and Sustainable Laboratory (Rio Quente/GO), and PRAXIS — Araguaia-Xingu Regional Innovation and Sustainability Program.

An internationally sought-after speaker, Ana Carla has delivered around 900 lectures in five languages to corporate, governmental, and academic audiences worldwide. For the past 20 years, she has served as content director of ExpoGestão, the largest management congress in southern Brazil. She served for eight years on UNESCO's global pool of experts, is a guest professor at the ILO/University of Turin MBA in Social Innovation (Italy), and sits on the global committee of The Festival Academy (Belgium). She also serves on the advisory boards of Preta Hub, the Instituto pelo Diálogo Intercultural, the Instituto Árvores Vivas, and the Centro Sebrae de Sustentabilidade.

Her accolades include the Jabuti Prize in Economics (2007), the Claudia Prize in Business (2013), and the São Paulo State Government Prize in Creative Economy (2021). In 2013, *El País* named her one of eight Brazilians who impress the world.

