

## Sample Biography

### **Marcos Prado Troyjo, Brazil**

#### *Business, Economic and Entrepreneurial Accomplishment*

Marcos Troyjo was born in 1966 in Brazil. He is International President of Gazeta Mercantil, Brazil's leading economic newspaper, as well as of Jornal do Brasil, the country's most influential general interest daily. Troyjo headed the Strategic Division of Brasilinvest, Brazil's foremost merchant bank. He served as a career diplomat and was Press Secretary at the Brazilian Mission to the United Nations (UN) in New York.

He is a lecturer in the MBA Program of the University of Sao Paulo and in International Relations at the FAAP College. He joined "Leadership for the 21st Century" at Harvard's Kennedy School of Government. He is the author of *Technology and Diplomacy* (2003) and *Manifesto of Business Diplomacy* (2004).

When Troyjo was a diplomat, his work went beyond his representation duties. He helped organize exhibitions displaying Brazil's art and culture at the UN and contributed to strengthen the Brazil Foundation, a non-profit institution that raises funds in the US to finance social inclusion projects in Brazil. He helped to set up a United Nations Association in Brazil, a non-profit organization that aims at expanding the UN message and goals. Troyjo received the Leadership for Social Change Award by the Brazil Foundation in New York in 2001.

Troyjo sets an example for young people in Brazil. He is best described as a leader of Brazil's "business diplomacy," a concept he champions for Brazil's young in their dealings with an ever more challenging world. He is setting up a "Center for Business Diplomacy" to help develop curricula to equip young people and small and medium-sized companies with the tools to compete in international trade and investment.