14h - 15h30 | Aug.22, 2017– Tuesday | ROOM 16

MANAGEMENT AND WORKFLOW

THE RECIPE FOR INNOVATION

Chair: Daniel Monteiro - Gerente de Pesquisa e Desenvolvimento - TV Globo

Innovation has been important issue for media companies. However, innovation development needs more than technological research, but also methodologies and entrepreneurship, mixing creativity, science and capacity of development. In this panel we will cover an innovation ecosystem through Lean Startup, Open Source Software, Emerging Technologies and Entrepreneurship.

- **DO WATERFALL AO GO HORSE, DO AGILE AO LEAN**

Speaker: Fabio Castro - Supervisor Executivo de Pesquisa e Desenvolvimento - TV Globo

Over the past few years there has been a shift from more traditional software project methodologies to more agile and more sustainable practices. We are going to discuss some of these concepts by reflecting on different approaches to software development.

- **WHAT'S NEW FOR INNOVATION ON THE GOOGLE PLATFORM?**

Speaker: Neto Marin - Developer Advocate - Google

Google offers a variety of tools that can be the foundation for building innovative solutions such as TensorFlow, Cloud Vision API, Android Things and more. In this presentation, we'll take a look at what has already been done and what can be built using these solutions.

- **STARTUP SPIRIT & DISRUPTALKS**

Speaker: Glauber Jannuzzi - Microsoft

The fourth Industrial Revolution is agile, democratic and connected, because it makes intense use of the Internet, social networking, artificial intelligence, augmented reality, cognitive computing, Internet of things and cloud computing. We live in the era of the creative economy, which explores the abundance of ideas, unlike the economy of years ago, based on scarcity. It is in this context that a kind of venture called startup gains strength and comes to make the world a better place to live. The startups feature a different look on sustainability, socio-environmental impacts and business ethics

application. Regardless of whether we own a business or we are employees, be entrepreneurial and be disruptive is mandatory to impact and influence people and get success.

- **Speaker: Juliana Munaro – PEGN**

Daniel Monteiro - Gerente de Pesquisa e Desenvolvimento - TV Globo

Research and Development Manager at TV Globo working with research and innovation since 2000. He is passionate about innovation and new technologies, with many years of experience in software development. Today he leads a team that conducts exploratory and applied research mainly in the areas of digital media, signal processing, artificial intelligence, virtual reality, computing, electronics and IoT.

Fabio Castro - Supervisor Executivo de Pesquisa e Desenvolvimento - TV Globo

R&D Executive Supervisor, he has led R&D teams in several projects but in recent years is dedicated to projects related to Digital Media. He is currently leading the development of GloboPlay for mobile applications and smart TVs..

Neto Marin - Developer Advocate - Google

Neto is a Developer Advocate experienced in mobile development, and working with Android since early releases. Based out of São Paulo, Brasil, Neto helps Brazilian developers to build high quality apps and be successful in Android ecosystem.

Glauter Jannuzzi - Microsoft

Master in Systems Engineering and electronic commerce (IME), MBA in Business Management (FGV), Bachelor of Computing Sciences (UNESP), passionate about digital transformation, startups, financial education, people's management, sales and marketing, is the creator of the social startup Atitude Infinita that has managed to unite public power, private sector, academic institutions and society for an innovative and creative movement to foster entrepreneurship and the creation of an inclusive ecosystem, called Vale Digital. He has been working for Microsoft for ten years, where he has been through the areas of services, technology, sales and marketing. He published the book "Startup Spirit", in May 2017 and works in the newest project DISRUPTalks. He is a co-founder of FlirtAR, a startup of Silicon Valley with innovative concepts and intense use of augmented reality.

Juliana Munaro - PEGN

Journalist graduated at PUC-SP. She works with television since he graduated in 2007. He has already produced reports for the local newspapers of Globo São Paulo, covered elections and participated in special projects at Globo, such as Flutuador and Respirar. She also worked as a reporter in Ribeirão Preto, in the county of São Paulo state. In 2015 she fell in love with entrepreneurship when she started working on the Pequenas Empresas & Grandes Negócios show

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(TV Globo). Today, she joined the love for undertaking and technology and presents the PEGN.TEC at the show. She is co-writer of the book DISRUPTalks (to be published on Nov, 2017).

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