

Speaker Presentation Profile

1. PRESENTER'S INFORMATION

FULL NAME	Bruno Vianna		
DESIGNATION	Director		
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2. PRESENTER'S BACKGROUND

Bruno Vianna has been CEO of public and private companies in Brazil, taking responsibility for many projects related to Citizen Services and ICT. In the last 4-year assignment, until March, 2009, he was President and CEO of IMA (Informatics for Associated Municipalities), an ICT public company controlled by the Municipality of Campinas, São Paulo, delivering services to 15 municipalities. He was formerly CEO of Genius Institute of Technology, a leading Brazilian technological center. Previously, was director at two major Telcos (Telemar/Vésper) and at CPqD Telecom/IT Solutions. Bruno is an Electronics Engineer, with a Master's Degree, both from the University of São Paulo. He is also Professor in the MBA Program at Fundação Getúlio Vargas. He is a very experienced speaker, delivering many presentations in different places, such as US, Canada, Europe, Africa, Asia and Latin America.

3. TITLE/TOPIC OF PRESENTATION

New trends in innovative and multi-channel citizen services in Brazil

4. PRESENTATION SYNOPSIS/ABSTRACT

Focus of the presentation:

In this session, case studies will be presented where ICT has been successfully applied in Brazil to shorten the citizen-government distance in service delivery, with easier and more effective interactions. It will explore how key challenges were addressed, including connectivity, perception of ICT as unnecessary cost, inertia, bureaucracy, changing government culture, and lack of open source applications. The case studies to be discussed include specialized multi-channel service centers such as the Mobile City Hall, which is a set of mini-buses/vans, connected to the main systems; located each day of the week in a different address, providing some 2,000 services. Other citizen-centered solutions focus on Education, School Feeding, Health Care and Taxes.

Key points for discussion include:

- Improving government-citizen communication.
- Delivering better/ faster services.
- Evaluating citizen satisfaction.
- Changing culture to innovate.