



Petterson Molina Vale

Using data to map the newest trends in industry

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Qualifications summary

- ✓ Dual profile: analyst and practitioner
 - Advanced skills in collecting data to answer well-designed questions (includes PhD-level work).
 - Passionate for learning by speaking to people. 10 years' experience with leading fieldwork in Brazil.
 - 7 years' experience in quantitative analysis of socioeconomic data, including geospatial tools and dataset management.
 - Dozens of articles published including op-eds, book chapters, papers in academic journals, and influential blog posts especially related to agriculture and the environment.
 - 10-year experience with delivering lectures and presentations to University and policymaking audiences. Rated by University students as very good at translating jargon into accessible language.
 - 10-year experience in managing academic projects and conducting small teams towards a common goal.
 - Experience with reporting to boards of directors, consultative committees and funding agencies.
- ✓ Wide international practice. Ability to use five languages and their many variations to communicate to people from different cultural backgrounds and educational levels.

Education

- 2010 – 2015 PhD International Development, LSE, London, UK
Thesis: Productivity of cattle ranching and deforestation in the Brazilian Amazon (Sept. 2014)
 - Supervisors: Diana Weinhold; Anthony Hall
- 2014 Post-graduate Certificate on Higher Education (level 1), LSE, London, UK
 - Associate Fellow of the UK's Higher Education Academy
- 2008 – 2010 MPhil. Economic Development (1st honours), UNICAMP, Brazil
Dissertation: "Economics of climate change: the Nordhaus x Stern controversy"
- 2001 – 2007 B.A. Economics (1st honours), USP, São Paulo, Brazil

Professional highlights

- 2015 – 2019 **Researcher in environmental economics**
 - Department of Economics, USP Ribeirão Preto
 - How do international factors shape domestic environmental policy in Brazil?
 - How much would a program to recover riparian forests cost in Rondônia, Brazil?
 - Nelson Institute of Environmental Studies, University of Wisconsin-Madison, USA
 - What is the role of cattle confinements in land use patterns in Brazil?
 - Big data: triangulating data bases from different sources to study the productivity of cattle ranching in the Amazon and Cerrado biomes
- 2016 **Consultant in the economics of carbon markets: Greendomus consultoria**
São Paulo Position: researcher
 - Potential economic instruments for climate change mitigation in the state of São Paulo
 - Project coordinated with IDB and the Secretaries of the environment in the city and state of São Paulo

- 2014 – 2015 **London School of Economics and Political Science**
- Fellow of the British Higher Education Academy
 - Taught courses on: regression analysis; scientific method; development, trade and the environment
- 2010 – 2013 **Research project: “Intensification of cattle ranching and deforestation in the Brazilian Amazon”**
12 municipalities in Brazil (1,5 years in total) Position: team leader and principal researcher
- Recruited and trained field surveyors; interviewed key government and private sector players
 - Designed research strategy and formed group of 6 professional researchers
 - Secured funding of R\$ 60,000 from BNDES, CNPq, Gordon and Betty Moore Foundation and others
 - Pitched project to and signed research cooperation agreements with research institutions
 - Received formal support from state agencies and farmers associations
 - Implemented a novel method for collection of GIS data and generated a dataset on 400 cattle farms
 - Submitted academic and financial reports; two academic papers published and three being written
- 2012 **Management of forest development project in riverine community: “Amazon Charitable Trust”**
 London and Xixuaú, Roraima (6 months in total) Position: member of management team
- Worked on community development projects
 - Elaborated funding proposal for Amazon Fund; took part in initial design of REDD project
 - Provided counselling on dealing with state government and land-related issues
 - Coordinated communication among members of and reported to organization’s board of directors
- 2011 **Elaborating state’s regional development plan: Rondônia’s state government**
 Porto Velho, Rondônia (1 month in total)
- Integrated an ad-hoc team of external consultants; attended meetings with state’s secretariat
 - Took part in analysis and elaboration of recommendations
- 2010 – 2011 **Social entrepreneurship project with rubber-tappers in the Amazon: Eth(n)ik**
 London (3 months in total) Position: team leader
- Put together team of 6 entrepreneurs. Wrote start-up project to manufacture “forest fabric” products in the Amazon and sell worldwide. Finalist of McKinsey social entrepreneurship competition 2011. Visited and discussed project with stakeholders (cooperatives, scientists, community leaders, government officials).
- 2009 – 2010 **Socioeconomic diagnostics as subsidy for local development planning: Porta & Associados**
 Campinas / Cabreúva, São Paulo (6 months in total) Position: consultant
- Analysis of economic opportunities and challenges in rural areas; designed data collection strategy and led team on the ground; delivered report with policy proposals to subsidise municipal Master Plans.

Media contributions

- 2016 “Crise econômica e meio ambiente” ([Rádio USP](#), 29/02/2016)
- 2015 “A COP-21 não muda o jogo” ([Folha de São Paulo](#), p. A2, 19/12/2015)
- 2014 “The Ecological Hoofprint: The Global Burden of Ind. Livestock by Tony Weiss” ([blog LSE Review of Books](#))
- 2013 “A reserve legal deu resultados?” ([Scott Consultoria](#))
 “Para conservar o desenvolvimento” ([Scot Consultoria](#))
- 2008 (Com José Eli da Veiga) “Baixaria sobre o aquecimento global” ([Folha de São Paulo](#), p. A2, 25/09/2008)

Languages

Portuguese: native
Italian: fluent

Spanish: native
French: intermediary

English: fluent