

Alfredo Juan GUEVARA MARTINEZ

E-mail: guevara@alfredojuan.com

Linkedin: <https://www.linkedin.com/in/alfredo-juan-guevara-martinez-37b55747/>

Dynamic professional with over a decade of expertise in political and economic analysis, project management, academia, and policy development focused on Latin America and the Caribbean. Consultant for AI management solutions. Adept at leading diverse teams and managing extensive research projects with a proven track record in designing and implementing projects and strategies for socio-economic development. As a Policy and Data Officer at the International Organization for Migration (UN-Migration) and an academic expert in Latin American politics. Holds a Ph.D. in International Relations, specializing in Latin American politics, and a Bachelor's in Business Administration. Demonstrated excellence in scholarly research, publishing, and teaching, with significant experience in engaging with governments, private sector partners, and academic institutions. Trilingual in Spanish, Portuguese, and English, intermediate French and foundational Mandarin.

PROFESSIONAL HISTORY

Consultant for Private Sector Engagement - International Organization for Migration / BRAZIL (12/2023 – 02/2024)

- ❖ Led key initiatives for the "Novas Vidas" program, driving integration and economic sustainability projects tailored for young migrants in Brazil. Developed strategic partnerships for migrant employment opportunities, highlighting a strong understanding of socio-economic triggers in São Paulo aligned with the Latin America trends of migration solutions for integration.
- ❖ Develop and strengthen strategic partnerships with the private sector for migrant recruitment, with an emphasis on the Internship and Young Apprentice Program, aligned with IOM's Private Sector Engagement Strategy for 2023-2027.
- ❖ Contribute to young migrants' access to socioeconomic opportunities, promoting their economic self-sufficiency and reducing social vulnerabilities through individualized support for learning and career development.
- ❖ Map, establish, and maintain strong working relationships with employers and private sector entities such as Amazon, Sodexo, Apple, Microsoft, Carrefour, and Ambev, among a mapping of more than 900 companies in São Paulo State.
- ❖ Prepare reports, presentations, and technical notes that summarize insights from internal and external data analyses, providing technical inputs for the Institutional and Governmental Relations team and relevant stakeholders.
- ❖ Monitor and analyze state and municipal resolutions and legislation, being a reference in defining internal alignments and strategic actions to mitigate impacts arising from legislative changes.
- ❖ Coordinate political, economic, and risk scenario analyses to inform engagement strategies with governments and private institutions, optimizing participation in the formulation of public policies affecting the technology and migration sectors.
- ❖ Manage budgetary and administrative activities of the area, ensuring the effective execution of Government Relations strategies and the promotion of the company's institutional image and reputation.

Consultant Specialist in Artificial Intelligence Development and Management - Auto (10/2023 - Present)

- ❖ Expert in Artificial Intelligence Development and Management, with pioneering work in the development of LLM (Large Language Models) and GPT (Generative Pre-trained Transformers). Engineered AI models to analyze and forecast political and economic trends in Latin America, enhancing predictive capabilities for strategic planning.
- ❖ Consultancy in Prompt Engineering: Offering specialized consultancy in prompt engineering, assisting clients in maximizing the efficacy of AI models through strategic prompt formulation. This includes optimizing interactions with AI models to achieve more accurate, relevant, and creative results, adapting to various application contexts.

- ❖ Workshops and Training in AI: Conducting workshops and training sessions on Artificial Intelligence, with an emphasis on LLM models. The trainings are designed to empower professionals and teams with fundamental concepts of AI, model development and management, and best practices in prompt engineering, promoting the efficient adoption of AI technologies in business operations.
- ❖ Analysis and Custom AI Solutions: Detailed analysis of business requirements to offer custom AI solutions that meet clients' strategic objectives. This involves identifying opportunities for AI implementation, planning and executing model development projects, and follow-up to ensure the successful integration of AI solutions into existing systems.
- ❖ Conceptualization and Development of AI Art: Development of art and visual concepts with AI tools for projects and portfolios.

Policy and Data Officer – International Organization for Migration / Regional Office for Central America, North America and the Caribbean at COSTA RICA (04/2023 – 10/2023/)

Main responsibilities and accomplishments of the position:

- ❖ Support the conceptualization and production of **thematic data products** (reports, info sheets, presentations, videos, etc.) in coordination with Regional Thematic Specialists (RTS), Country Offices and relevant Units at Headquarters (HQ) and ensure their proper distribution both internally and externally.
- ❖ Organize, carry out and support staff trainings on various issues including data protection, migration management, Global Compact for Migration (GCM) implementation, and Sustainable Development Goals (SDG) implementation and UN Common Pledges for the Global Refugee Forum Pledges (GRF).
- ❖ Coordinate the group of national missions' focal points for the following and monitoring of their United Nations Networks of Migration and GCM implementation, ensuring the progress of each mission in their respective roles within the National Networks, tracking how can the Regional Office offer policy and technical assistance when needed.
- ❖ Support policy and project development for UN activities through **artificial intelligence prompt engineering**, including accelerating report production, creating new tools to assist high-level events, and consolidating multiple narrative inputs.
- ❖ Assist in the development of regional cooperation agreements, such as the development of a secretariat for the implementation of the Los Angeles Declaration of 2022 and the Oficinas de Movilidad Segura with governments of the region.
- ❖ Assist Country teams in developing Cooperation agreements with governments and counterparts within the frameworks of the Regional Strategy, SDGs implementation, GCM implementation and interagency cooperation arrangements.
- ❖ Develop and support high-level political events with the participation of governments and civil society entities for the discussion of complex regional issues, to obtain cooperation agreements within the Global frameworks of the United Nations, such as the SDGs, GCM, Cooperation Frameworks, Regional Strategies, and others.
- ❖ Participate in the enhancement of IOM's role in and contribution to the UN Support the development system at the national and regional levels, including engagement in working groups, interagency workshop facilitation and capacity building.

Programme Development and Management Consultant - International Organization for Migration / URUGUAY (August 2021 – March 2023)

Main responsibilities and accomplishments of the position:

- ❖ Develop and implement Project concept notes according to donors' and stakeholders' availability of funds, interest, and humanitarian needs in the country.
- ❖ Support in the coordination of the Mission's group for innovation and resource mobilization for the development of new project ideas and possibilities of funding with potential donors and stakeholders.
- ❖ Support in Programme meetings with interested counterparts like Governmental departments, R4V platform (regional multi-organization platform for the response of Venezuelan migration) coordination, other IOM missions or UN agencies, NGOs, or private sector partners.
- ❖ Act as Project Developer alongside the Project Manager to implement projects based to enhance **Public agents Capacities (Judiciary, Social Assistance, Law-makers and others)**, Cash Based Interventions, Protection to vulnerable populations, Surveys with Institutional actors and vulnerable populations to collect **empirical data**, Campaigns against xenophobia and for SDGs awareness among other donor requested projects.

- ❖ Create and implement a successful follow-up Purchase-request control system in the Uruguay mission that allowed a better managerial perspective on requested purchases and a good filing method for future audits.
- ❖ Review and reclassify alongside the National Project Coordinator Officer the project's budget structure according to performance, needs, and procedures demands.
Support the digital integration of the Monitoring Protection and Assistance (MPA) Team beneficiaries' data collection to create a safe and up-to-date database useful for reports and control. Development and monitoring of administrative processes of Mission's projects and monitor Standard Operating Procedures (SOPs).
- ❖ Act as Focal point of Monitoring & Evaluation and Programme Support Unit: Prepare Projects Narrative and financial reports on project development alongside the National Programme Coordinator Officer; Participate in the Regional M&E community; Develop and Support project's Monitoring & Evaluation processes and knowledge management tools. I prepared and conducted the IOM South America Regional M&E Encounter on Qualitative Analysis.

Resource Management Unit – International Organization for Migration / URUGUAY (11/2020 – 07/2021)

Homebased internship from the Diversity program for the Global South. Main responsibilities and accomplishments of the position:

- ❖ Support the management of the whole financial and payment process of project activities from the Mission..
- ❖ Assist the Chief of Mission in ad-hoc activities related to the mission's daily management, like participation in seminars, training, and workshops on diverse subjects to elaborate bullet-point briefings for the other colleagues in the Mission.
- ❖ Full translation from English to Spanish of the *Financial Management Rules and Procedures (FMRP) - IN267* as request of the Mission's Resource Office to have an accessible document for members and colleagues having difficulties with the English version.
- ❖ Act as the Mission HR Focal Point given the Mission's needs and good performance with multi-tasking and organizing activities. This attribution included: managing and supporting selective processes, elaborating contracts and separations, maintaining filing, managing mission staff training courses, certificates and contracts, hiring processes, ICT and regional Medical Department coordination among many others.
- ❖ Given my good performance, initiative, learned skills, IOM knowledge, and proven capacities to multi-task and assist the Mission in many departments, I was offered by the Chief of Mission and the Resource Management Officer a contract extension of my internship and was asked to go Montevideo for face-to-face capacitation and training, afterward being hired as a consultant.

International Relations Professor at UNAERP – Ribeirão Preto / BRAZIL (08/2018 – 02/2021)

Main responsibilities and accomplishments of the position:

- ❖ Professor of International Relations classes at the University of Ribeirão Preto. Classes assigned: International Projects Management; Social Global Issues Studies; Economic Geography and Geopolitics; Logistics and Transportation; International Relations Final Project I and II; Internship Supervision and Professional Practices; International Trade; Political Analysis and Introduction to International Business Administration. During the COVID-19 Pandemic I did several trainings to teach online all my classes and offer distance content.
- ❖ Preparing for theoretical and practical courses and managing groups of approximately 50 students at a time; liaising with the administration to align project proposals; ensuring semesters funds and sponsors; studying and implementing new methodologies for study; analyzing, correcting, and grading papers; coordinating with potential employers to prepare the future workforce; Creating and coordinating work and study groups; prospecting and recruiting promising students to engage in research. Organization, initiative, leadership, and constant communication are among the required and further developed skills necessary to occupy the professor position.

Supervisor of Research and Extension Activities of the International Relations program of UNAERP – Ribeirão Preto/ BRAZIL (08/2018 – 02/2021)

Main responsibilities and accomplishments of the position:

- ❖ Assigned professor to supervise all extra class activities of the International Relations program of the University of Ribeirão Preto (UNAERP). Responsible for creating research and extension projects with the students and external partners, planning and overseeing technical field trips, and representing the University in all external relations private and public) related to the International Relations program, planning the United Nations simulations, and supervising the staff of paid and volunteer interns of NEPRI/NECCEX (Integrated Research and Extension Groups of International Relations and International Commerce).
- ❖ Organized and coordinated several academic events like symposiums and seminars for publics ranging from 100 to 500 people. This made me responsible for building and maintaining a broad national and international network of professionals that could act as key speakers and invited speakers during the events. That network included ambassadors, prestigious researchers, and executives from the private sector. Using the same network, I've organized and supervised technical field trips for 30 to 50 persons for academic purposes.
- ❖ Created and managed the experimental project for a Fast Media (Instagram) International Relations Observatory. Acted as head of the volunteer staff and content supervisor. The project aimed to bring mainstream international news into the fast-summarized format of social media like Instagram and Facebook. The Observatory also published an editorial political analysis of the volunteers, interviews with experts of different areas of study, and cultural content recommendations.
- ❖ Created and managed project CCERI (Academic Consulting of International Relations and Commerce). An academic project of business consulting for small companies looking for solutions in the areas of International Commerce and relations. I was responsible for recruiting, selecting, and managing the volunteer staff for prospecting clients and partners and building consultant reports and research. I was also the representative for business meetings with clients and possible partners.
- ❖ Supervised the implementation of University with Basic education integration SDG project. During the project, International Relations undergrad students would receive training to bring the United Nations' SDGs to public basic education classrooms in a simplified and pedagogical manner.

Share2Impact NGO – External Board Member – Ribeirão Preto / BRAZIL (03/2019 – 02/2021)

Invited external Board Member of the Share2Impact NGO. Representative of joint initiatives between Share2Impact and the International Relations course of UNAERP.

Visiting Scholar at University of South Florida – Tampa / UNITED STATES OF AMERICA (03/2017 – 03/2018)

Visiting Scholar position at Institute for the Study of Latin America and the Caribbean (ISLAC) of the University of South Florida. Main responsibilities and accomplishments of the position:

- ❖ Extensive field research with the Cuban-American and Venezuelan communities in Florida regarding their political and social organization.
- ❖ Conducted interviews with former U.S. government officials regarding the decision-making process of Foreign Policy to Cuba.
- ❖ Acted as a Graduate Assistant to the classes of Latin America conducted in the Institute.
- ❖ Gained valuable knowledge on racial equality and studies given the integrated relations of ISLAC with the African Studies department.

Ph.D. Scholar and Graduate Assistant – San Tiago Dantas International Relations Graduate Program (UNESP/UNICAMP/PUC-SP) – São Paulo/BRAZIL (03/2015 – 07/2018)

Specialized in Latin American political systems, leveraging a CAPES scholarship for extensive research on regional economic policy trends. Contributed as a Teaching Assistant, enriching undergraduate courses with insights into Latin America's political and economic landscapes. Main responsibilities and accomplishments of the position:

- ❖ Teaching Assistant: Assist classes of the undergrad course of International Relations
- ❖ Assistant Researcher: Member of the Studies and Research Groups INCT-INEU (National Institute of Science and Technology for the Studies of the United States) and IEEI (Institute for International and Economic Studies).

Graduate Assistant – Pontifical Catholic University of Minas Gerais (PUC-Minas) – Belo Horizonte/BRAZIL (03/2013 – 02/2015)

Given the grant of a CAPES scholarship, I've worked as a Graduate Assistant during my Master's research.

Main responsibilities and accomplishments of the position:

- ❖ Teaching Assistant: Assist classes of the undergrad course of International Relations

- ❖ Assistant Researcher: Helped to create and organize the Research Group CEPDE (Center of Studies on Decision-Making Process)

Free-Lance Translator – São Paulo / BRAZIL (06/2012 – 02/2013)

Free-lance language translations of English and Spanish documents (patents, banners, letters, among others) to Portuguese.

Business Intelligence Analyst - Groupon Brazil – São Paulo/BRAZIL (12/2011 – 05/2012).

Manipulating the database through SQL language to generate Key Performance Indicators (KPIs) for the commercial and planning departments. Creating strategic reports for the directors and managers of all departments, which allows them to have a competitive vision of the business performance; Creating and coordinating projects to generate new KPIs, among them: daily control of the planning performance, Market Share, Competitors performance, and daily performance of the sales teams; Creating and improving the data flow process among the different systems used and the users. Main accomplishments:

- ❖ I created the automated template to instantly acquire the complete database of sales filtered by period and region. This process automatization allowed managers and sales planners to receive the sales data instantly and on-demand of necessity instead of the weekly unique report they received before.
- ❖ Developed and acquired a great experience with KPIs, report creation, and managing, given that the company was a start-up and was still implementing new ways to support the strategic decision-making process.
- ❖ Developed professional fluency in English given my assignment to act as team translator between the German-American manager and the rest of the Brazilian team that did not had a good level of English.

Market Propection - Groupon Brazil – São Paulo/BRAZIL (08/2011 - 11/2011)

Internship on the Market propection and leads team. Activities included the follow-up of the competitors market movements, propection of new partners and clients from the competitors' portfolio. Feeding the database with the competitors offers for the generation of performance indicator reports of the main companies in the sector. Main accomplishments:

- ❖ Given my good performance and intercultural skills in a company composed of Brazilian workers and German directors and managers, I was directly hired at the end of my internship.

EDUCATION AND ACADEMIC ACCOMPLISHMENTS

Advanced Degree

Ph.D. in International Relations (08 / 2019)

San Tiago Dantas – UNICAMP/UNESP/ PUC São Paulo

- ❖ One year as Visiting Scholar at the University of South Florida (2017-2018)
- ❖ Dissertation: The Dynamic of The United States Decision-Making Process of Foreign Policy to Cuba: An Analysis of the Normalization of 2014.

Master in International Relations (03/2015)

Pontifícia Universidade Católica – PUC Minas

- ❖ Thesis: O Processo Decisório do Cuban Adjustment Act: Variações de contexto e manutenção da lei (1966 a 2014) [The Decision-Making Process off the Cuban Adjustment Act: Context variations and the maintenance of the law (1966 – 2014)]

Bachelor's degree

Business Administration with an emphasis in International Commerce (11/2011)

Universidade Presbiteriana Mackenzie

- ❖ Final Article: Os pontos críticos e as oportuidades na importação do sorvete Melona: um estudo de caso. [The critical points and opportunities for the importation of Melona ice-cream: A study case]

Technical degree and other qualifications

- Human rights applicated practices in the Brazilian context – CEDIN/Konrad Adenauer Stiftung (2021)
- Web Design Master - MICROCAMP (2003-2005)

Language	Level	Certifications or Justification
Spanish	Native	Mother tongue
Portuguese	Native	Lived in Brazil since 4 years old (Full basic education and university in Portuguese)
English	Fluent – C2	Self-assessment, Ph.D. dissertation was written and approved in English / Lived for one year in the U.S.
French	Intermediate – B1	<u>Currently studying a course that ends on C2 level</u>
Mandarin 简体中文 (simplified)	Basic – A1	Currently under assessment to obtain HSK2 certification.

Awards and merits

❖ **Diversity Internship in the International Organization for Migration (11/2020 – 08/2021)**

Selected for the Diversity Internship Program of the International Organization for Migration after a competitive selection process.

❖ **Scientific Initiation CNPQ Scholarship for Tutored Student.**

Scholarship from the *National Council for Scientific and Technological Development* (Ministry of Education - Brazil) awarded to my Research Project on China Studies and Opportunities for student under my tutoring.

❖ **Scientific Initiation UNAERP Scholarships for Tutored Student.**

3 Scholarships from the Research Directory of UNAERP (University of Ribeirão Preto) awarded to my Research Project on China Studies and Opportunities for student under my tutoring.

❖ **Ph.D. PDSE CAPES Scholarship – San Tiago Dantas (03/2017 – 03/2018)**

Awarded in a national selection process of the *Coordination for the Improvement of Higher Education Personnel* (CAPES – Ministry of Education / Brazil) with a 1-year scholarship to study and research abroad as part of the Doctoral program. The country of study selected was the U.S. given the important documental and field research for the Ph.D. dissertation.

❖ **Ph.D. CAPES Scholarship - San Tiago Dantas (03/2016 – 03/2019)**

Scholarship granted by the *Coordination for the Improvement of Higher Education Personnel* (CAPES – Ministry of Education / Brazil) for students of high performance in a Ph.D. degree program.

❖ **Ph.D. CAPES Scholarship of INCT/INEU (06/2015 – 02/2016)**

Scholarship granted by the *Coordination for the Improvement of Higher Education Personnel* (CAPES – Ministry of Education / Brazil) for researchers undergoing their Ph.D. degree program that work for the National Institute of Science and Technology for Studies of the United States of America.

❖ **Master's CAPES Scholarship PUC-Minas (03/2013 – 03/2015)**

Scholarship granted by the *Coordination for the Improvement of Higher Education Personnel* (CAPES – Ministry of Education / Brazil) for students of high performance in a Master's degree program. The merit for the award of the scholarship was the 1st position in the rank of the selection process.