

Lucas Fernandes Hoogerbrugge

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EDUCATION

State University of Campinas – UNICAMP, Campinas/SP, Brazil Jan.2009 – Dec.2012
B.A. in Management of International Trade (GPA 8.16/10)

- Founding member and researcher of the Economy and Management Lab (funded by CNPq);
 - Founder and president of Integra, a student-led company with 72 employees and USD20K annual revenue;
 - First Secretary of the FCA/UNICAMP Student Union, elected with 88% of votes.
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PROFESSIONAL EXPERIENCE

Educational Policies Consultant, Brasília/DF, Brazil Oct.2017 – Present
Movimento Colabora Educação (Oct.2017 – Present)

- Currently systematizing the *Pacto pela Aprendizagem no Espírito Santo* program and supporting the development of a toolkit to assist cooperation between states and cities in implementing educational policies.

Omidyar Network (Feb.2018 – Present)

- Currently supporting the definition of Omidyar Network's strategy for education in Brazil.

World Bank Short Term Consultancy (Apr.2018)

- Co-wrote and revised the Education Policy Note for the next Brazilian President (2019-2022 term).

Centro de Liderança Pública (Mar.2018)

- Developed an online course module on education funding to improve city's finances (<https://goo.gl/YxwoH7>).

Lemann Foundation (Feb.2018)

- Planned and structured the governance of the Brazilian Common Core implementation for the State Education Department of São Paulo, structuring the regional debates on the state and municipalities curriculum.

Ministry of Education, Brasília/DF, Brazil Nov.2016 – Sep.2017
Full-Time Education Coordinator and Senior Advisor to the Secretary of Basic Education

- Delivered strategic guidance to senior level decision makers on education policies impacting 48M students.
- Led the Program for High School Full-Time Education. Oversaw the Program's USD 260M annual budget.
- Formulated and negotiated a USD 1.6 billion loan with the World Bank to implement the Upper Secondary Education Reform throughout Brazil (<https://goo.gl/jGrWo1>).
- Restructured the National Pact for Literacy at the Right Age – that had not delivered results in four years – improving its governance and teacher training structure and expanding its reach from 12M to 28M students.

Ceará State Secretariat of Education, Fortaleza/CE, Brazil Jun.2014 – Oct.2016
Municipalities Cooperation Coordinator (Mar.2016 – Oct.2016)

- Led a 75 people division that became a national reference for municipalities support (<https://goo.gl/w4YX3E>).
- Managed the internationally renowned Program for Literacy at the Right Age, (<https://goo.gl/px5hDS>) that reduced the percentage of non-literate children from 32% to 0.7% in the State of Ceará from 2007 to 2016.
- Conceptualized and delivered the Program for Right Age Learning in Lower Secondary Education, elevating learning outcomes by 20% in Mathematics and 15% in Portuguese in Ceará State within 6 months.

Planning and Educational Policies Coordinator (Mar.2015 – Mar.2016)

- Directed a division of 25 people responsible for a USD 800M budget and 479 investment projects.
- Led the digitalization of purchasing processes, improving efficiency and reducing acquisition time by an average of 40% in the 721 schools of the State of Ceará, over a 12-month period.
- Elaborated analyses and recommendations to improve expenditure efficiency in the Secretariat of Education, decreasing operational costs by 6% while raising investment projects execution by 20%.

Consultant and Senior Strategic Advisor (Jun.2014 – Mar.2015)

- Advised the Secretary of Education on planning and project monitoring in seven areas with 800+ employees.
- Elaborated the State Plan of Education Bill, coordinating the participation of 13 civil society institutions.

Geekie, São Paulo/SP, Brazil

Jul.2013 – May.2014

Business Development and Project Manager

- Implemented a methodology to prospect, evaluate, and manage new business projects, improving high-value customer acquisition and retention rates.
- Coordinated the implementation of an e-learning platform aimed at preparing 3M high-school students for universities admission tests with 13 State Secretariats of Education.

Empreendemia, Campinas/SP, Brazil

Jul.2011 – Jun.2013

Head of Customer Development

- Coordinated experiments with Lean Startup and Customer Development methodologies to design software features and nudges that raised the startup retention rate from 16% to 40% in three months.
- Co-authored 2 E-Books and wrote 50+ posts on entrepreneurship, productivity, marketing and leadership at Saia do Lugar, the biggest entrepreneurship blog in Brazil (250.000+ monthly accesses, 2012 data).

TRAINING AND DEVELOPMENT

- [edX] IDB – 30h course on Project Management for Results (Apr.2018).
- [edX] IDB – 42h course on Early Childhood Development Policies (Sep.2016).
- Ceará State Audit Office – 30h course on Administrative Law Applied to Public Management (Sep.2015).
- National School of Public Administration – 30h course on Public Budgeting (Aug.2015).
- National School of Public Administration – 20h course on Strategic People Management (Aug.2015).
- [edX] Delft University of Technology – 20h course on Solving Complex Problems (Jan.2015).
- [edX] MIT/J-PAL – 20h course on Evaluating Social Programs (Nov.2014).
- [edX] IDB – 36h course on Introduction to Managing for Development Results (Nov.2014).
- [Coursera] The Johns Hopkins University – 16h course on R Programming (Sep.2014).
- [Coursera] The Johns Hopkins University – 16h course on Data Science Toolbox (Sep.2014).

PUBLIC SERVICE AND DISTINCTIONS

- Lemann Fellow at the Stanford Graduate School of Education (2018-2019).
- Selected as a Lemann Foundation 'Brazilian Education Talent' (2015) (<https://goo.gl/TueFWC>).
- Organized the biggest education startup event in the state of Ceará, with 120+ participants (2015).
- Mentor at the Palmas Microcredit Bank, supporting the development of 60 young entrepreneurs (2015).
- Elaborated statistical analyses on electorate behavior to develop campaign strategies and composed a group of five specialists that created the Education Plan for Ceará's gubernatorial candidate (2014).
- Volunteer consultant for 'Vetor Brasil': elaborating educational plans for challenging cities (2012).
- Volunteer at NGO 'Teto Pelo Meu País': constructing emergency housing in São Paulo slums (2011).

ADDITIONAL SKILLS AND INTERESTS

Computer abilities: Office Suite (Proficient), MySQL (Proficient), R (Basic), Stata (Basic) and HTML (Basic).

Languages: Portuguese (Native), English (Fluent), Spanish (Intermediary), and French (Basic).

Interests: Backpacking (traveled 35 countries); Jiu-Jitsu (5 years); Board Games; Science Fiction; and Diving.