

Renato Santos is a speaker and consultant with international exposure. He has worked for over 31 years with SEBRAE (the Brazilian SME support service), developing consulting and training solutions applied in Brazil – he accumulates 28,000+ hours in entrepreneurship training. In Brazil, he also collaborates with organizations such as CNI, BNDES, IEL and others. Abroad, he's a consultant and speaker of the United Nations Conference on Trade and Development (UNCTAD), the International Finance Corporation (IFC) and the World Bank.

Renato is a co-author of the current version of Empretec, the main business training program worldwide, developed by the UN – currently in force in Brazil and more than 50 countries with more than 500,000 impacted entrepreneurs. The consultant has also worked in the negotiation and installation of Empretec in 25 countries in America, Europe, Africa, Asia and the Middle East (including BRICS). In 2026, he is committed to the installation of Empretec centers in Saudi Arabia, Malaysia and Indonesia.

A business manager with a MD in Finance and a MBA in Marketing, **Renato** has published books on market analysis and entrepreneurship in Brazil. One of the consultant's main skills is his entrepreneurial experience: in Brasília, where his career was built, he is a partner to companies working on Logistics & Supply Chain, Food Service and Renewable Energy, and a board member for ICT companies. In São Paulo, he's an angel investor and venture capitalist, besides advisor to companies in different spheres and stages, following a period as shareholder (and former Director) of a medicine and health industry group.

The consultant has delivered more than 100 lectures in Brazil since 2002, in the following themes:

- **Entrepreneurship:** behavioral characteristics of successful entrepreneurs and executives (intrapreneurship). This theme is focused on the identification and validation of opportunities, team-building and leadership;
- **Innovation:** development of cultures focused on innovation in processes, services and products both in SMEs and in larger companies. This theme features awareness and exploitation of the innovative culture on teams, creating environments conducive to creativity;
- **Planning:** focusing the evolution of the theme, showing the change in the profile of the "planner" driven to concepts towards the "doer" based on hypothesis experimentation and validation. This theme is focused on the creation and design of sustainable and profitable business models.

In 2011, **Renato** took a role at the TV reality show "The Apprentice Brazil", commenting on the eighth season tasks. In 2012 he served as business analyst in "Hoje em Dia", news broadcast show. In 2013 and 2014, he was an advisor to the anchor Roberto Justus during the ninth and tenth seasons of "The Apprentice Brazil".

Renato may also be followed on Wednesdays, Thursdays and Fridays on CBN, Band News and Jovem Pan SP, Brazilian radio networks where he provides guidance and answers questions from entrepreneurs listening to "Minuto SEBRAE"; and at "Papo de Especialistas", where he discusses business issues with selected guests at TV SEBRAE, a Brazilian YouTube business channel.