

EDUARDO PLATON

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Board of Directors Member / Chief Executive Officer



Thought Leadership – Strategic Planning – Relationship Building

International Development – Transformational Leadership – Emotional Intelligence

Proactive, adaptable board member and chief executive officer with over 14 years of experience leading complex international organizations, startups, and non-profit organizations.

Adaptable critical thinker with a proven track record of providing organizational and philanthropic leadership to promote consistent growth, high quality programming, and innovation.

Diplomatic problem-solver with a demonstrated building strong relationships with diverse stakeholders to achieve goals and collaborating to develop and support strategic direction, meet operational and fundraising goals, and ensure overall success and effectiveness.

Analytical decision-maker adept at developing creative strategies to address diverse audiences and respond to evolving stakeholder needs.

Executive Leadership & Growth

- Increased gross profit 54% in one year.
- Grew social media followers from 1.2 to 2.7 million.
- Improved efficiency by implementing an automated collection procedure.
- Increased special projects/grants 2,179% and secured 50% of grants.

Founded & Launched Non-Profit Organizations

Marketing | Leadership | Management | Public Speaking | Communication | Project Management | Business Development | Program Management | Coaching & Mentoring Staff | Developing & Managing Talent

Professional Experience

Hispanic Chamber of Commerce of Metropolitan St. Louis → President & CEO, 2022 – 2023

Oversaw marketing and programs, digital content, membership and engagement, business counseling, and administrative/office management, and accounting. Ensured financial resources were secured and managed through fundraising efforts and sound financial stewardship. Collaborated with the Board of Directors and committees and built external relationships while staying within budget. Managed a budget of \$1 million and 6-7 direct reports.

- Improved efficiency by implementing an automated collection procedure in the accounting department that automatically sent any invoice below \$1,000 to collections through Chamber Master.
- Implemented digital programs and activities, including upgrading the website, improving social media, creating a podcast, and developing business resources for fundraising.
- Cultivated a leadership culture by creating an open-door policy and championing value creation.
- Upgraded technology to facilitate remote work and implemented a server and IT company to handle issues, including cyber security.
- Increased gross profit 54% in one year by cutting costs, growing memberships, and expanding funding sources.

- Increased special projects/grants 2,179% by working with a financial advisor to access corporate donations and grants and select corporate members who could offer them. Secured 50% of grants.
- Co-sponsored “Going Global” event to help minority-owned businesses export.
- Developed a program that helped 93 Latin American companies establish headquarters in St. Louis.
- Collaborated with an external consulting firm to complete an operational assessment.
- Built relationships with national Hispanic leadership organizations, including Hispanic Star, We Are All Human, and USHCC.

BBOSS → Founder, CEO, Business Strategist, Political Strategist, 2013 – 2020

Managed social and political assignments while serving as a business executive at the national level. Handled management services, including business diplomacy, operation analysis, due diligence, and fundraising for startup leadership.

- Managed end-to-end and launch programs and organized highly strategic summits, including the “Road Tour 2015: Strengthening Ties Between Brazil and Sweden,” a government effort in the areas of energy and defense.
- Developed an online news show with up to 150,000 views per episode.
- **Movimento Avança Brasil** – Strategized and operationally led MAB 2030 national. Built and oversaw a team of nine vice presidents managing state leaders in Brazilian capital cities. Implemented the Board’s vision and planned field operations. Handled political strategy, media relations, suppliers and partners, marketing and social media, and the national spokesperson. Grew the organization’s social media followers from 1.2 to 2.7 million.
- **Luiz Philippe de Orleans e Bragança political campaign** – Managed the campaign strategy statewide, establishing speech tone, hiring labor/suppliers, handling fundraising, supervising 12 employees/volunteers, facilitating events, handling marketing and social media, and executing political articulation to better the candidate’s political position and agenda.
- **Partido Novo** – Oversaw the national executive team interface of majoritarian and proportional campaigns in a new political party. Grew stakeholder relationships by guiding priority themes, creating unity of action, improving institutional communication, and strengthening campaign execution.
- **Missouri State University** – Collaborated with a PBS affiliate to manage the “Passport to Brazil” documentary project, six 30-minute episodes that introduced US viewers to Brazil and Brazilian culture and examined Brazil’s dynamic innovation and entrepreneurial sector. Developed a strategy to cover Brazil’s five different regions, created project plans and schedules, obtained and managed resources, and facilitated project execution, deployment, and closure. Selected a complex pool of interviews and venues to film through field operations services with local partners and suppliers.

Brown School at WashU → Project Coordinator, Social Entrepreneurship & Innovation, 2017 – 2018

Managed the social entrepreneurship and innovation lab, provided hands-on operations support for the social entrepreneurship innovation accelerator (SEIA), and administered the Google classroom. Promoted student engagement, developed funding options, and handled project and operations management.

World Affairs Council of Brazil → Founder & Executive Director, 2011 – 2017

Launched a non-profit through the International Café program. Coordinated programming and operations.

- Facilitated quarterly educational events partnering with libraries and bookstores.
- Helped create discussion groups in six Brazilian cities.

Brazil's Young Entrepreneurs → Director of International Relations, 2013 – 2016

Represented a network of 36,000 young Brazilian entrepreneurs (CONAJE). Launched initiatives and managed the network's international presence in five global networks (G20YEA, BRICS Youth, MERCOSUL, FIJE, and CPLP) to strengthen international engagement of young Brazilians.

- **G20 YEA** – Represented Brazil as a youth ambassador in a network of 500,000 young entrepreneurs. Organized field trips, project plans, and schedules. Obtained and managed resources. Worked with entrepreneurial and consulting organizations, such as The Kaufman Foundation, Accenture, EY, and McKinsey and Company, to facilitate project execution, deployment, and closure.

Odebrecht Foundation → International Relations Executive & Enterprise Planner, 2010 – 2012

Collaborated with different levels of management, facilitated meetings, and built internal and external relationships. Planned and measured strategy, annual goals, and budget. Trained and mentored field operations staff to manage social, environmental, productive, and political capital. Managed business diplomacy and international projects to raise funds with organizations such as the United Nations, European Union, Harwood Institute for Public Innovation, Petrobras Oil Company, Braskem, and Microsoft.

- Helped the organization earn the United Nations Public Service Award in 2010 in recognition of sustainable actions.

World Affairs Council of New Orleans → Executive Director, 2009 – 2010

Streamlined operations and grew the membership base. Collaborated with Board members and community leaders to spearhead strategic efforts and address the needs of the international community. Planned and facilitated events monthly, quarterly, and annual events.

Social Entrepreneurs of New Orleans → SENO Mentor, 2008 – 2009

Connected social entrepreneurs with successful executives and experienced professionals for mentoring.

- Mayor Mitch Landrieu institutionalized the program with a budget for state expansion and renamed it "Go Propeller, A Force for Social Innovation."

Education

Tulane University

Master of Liberal Arts and Sciences in Political Philosophy
Thesis in political alliance and renewable energy dynamics between Brazil and the US

University of New Orleans

Master of Business Administration in Finance and International Business

Universidade Federal da Bahia, Brazil

Bachelor of Business Administration in Management

Publications

- Editora Viseu: "Exilados do C19: Efeitos da Pandemia na Família Brasileira" <https://www.editoraviseu.com.br/exilados-do-c19-prod.html> Published in 2022/Portuguese Edition
- Martins Fontes Paulista: "Is Nicolas Maduro the New Huey Long? InterAmerican Politics in Greek Tragedy" <https://www.martinsfontespaulista.com.br/is-nicolas-maduro-the-new-huey-long--890022/p> Published in 2019/English Edition
- Amazon.com: "Empreender em Uma Nova Era" <https://www.amazon.com.br/Empreender-em-uma-nova-era-ebook/dp/B07H51TZ34> Published in 2018/Portuguese Edition