

Norton Siano Ribeiro de Freitas

131 Lion Hall, R. Maj. Arci Nobrega
Sao Paulo, SP, 04663-180, Brazil

Cel. +55(11)98213 8839
norton@mensuris.com

KEY QUALIFICATIONS

- Environmental Economist with 12 years experience in the academic, public and private sectors developing sciences of ecosystem services indicators, resourcing and managing science-based portfolio of agro-forestry research, ecology, restoration, conservation projects, multilateral agreements, biodiversity strategies and action plans
- Competence to classify and assess vulnerability and adaptation options; appraise mitigation options; conduct life-cycle assessments; estimate GHG emission abatement cost curves for regulatory processes and setting of standards within the forest and agricultural sectors
- Practice using Forest Ecosystem Rapid Assessment Scorecards (FERAS), Cost benefit and Multi-criteria Analysis
- Expertise applying ecological-economic modeling for designing compensation payment schemes such as Payment for Ecosystem Services (PES) and Agglomeration Bonus (AB) to mainstream biodiversity and forest management for ecosystem services
- Skills to estimate isotopic effects in plants exposed to CO₂ and oxidant pollutants
- Specialized knowledge of GIS-based landscape simulations and statistical frameworks in JMP Pro Software from SAS to explore multidimensional data

EDUCATION

UNIVERSITY OF VERMONT Certificate of Graduate Study in Ecological Economics Isotope Geochemistry & Forest Management for Ecosystem Services	Jan. 2011-Jan. 2012
UNIVERSITY OF SÃO PAULO (USP), Brazil Ph.D. in Sciences and Economic Development	Mar. 1988-Nov. 1993
BABSON COLLEGE, Wellesley, MA Bachelor of Sciences in Business and Economics	Jun. 1976-Dec.1980
CURRY COLLEGE, Milton, MA Bachelor of Arts in Management Science	Sept. 1979-Aug.1980

POST-DOCTORAL RESEARCH

TEXAS A&M UNIVERSITY, Fulbright Fellow Agricultural Life Sciences, Climate Economics Group	Jan. 2015-Dec. 2015
CENTER OF NUCLEAR ENERGY IN AGRICULTURE (CENA-USP) Isotopic Techniques and Analytical Methods in Environmental Physics	Mar. 2008-Jun. 2008

PROFESSIONAL EXPERIENCE

VISITING SCHOLAR - Department of Physics and Astronomy at Texas A&M University ▪ Collaborates with the CDMS experiment group on plant stress research and interacting with SIBOR Laboratory	May 2018-Present
RESEARCH ASSOCIATE - University of Vermont ▪ Designed and taught course in forest ecosystem services analysis, integrating ecological, social and economic impacts arising from the forest and agricultural sectors	Jan. 2012-Dec. 2012
ENVIRONMENTAL RESEARCHER - Environment Authority of São Paulo ▪ Commissioned by the Botanical Institute Research Foundation to collaborate with the World Bank project "Ecosystem Restoration of Riparian Forests in São Paulo" (PROJECT 88009), on reestablishing functional riparian zones and integrating PES with agro-forestry systems	Nov. 2008-Present
ECONOMIST - Environmental Sanitation and Technology Company (CETESB) ▪ Serves on planning committees and in an advisory and collaboration capacity to implement resource management and incentive mechanisms targeting critical habitat to keep ecologically valuable forest lands forested	Sept. 2006-Present
PLANNING MANAGER - Institute of Research and Technology (IPT) ▪ Conducted economic analysis for the CT-Petro, the national plan of science and technology oil and natural gas, supported by the Brazilian Innovation Agency through the Research and Projects Financing (FINEP)	Nov. 2002-Dec. 2005

Norton Siano Ribeiro de Freitas

DIRECTOR OF INTERNATIONAL TRADE - Brazcof Trade

Jan.1999-Aug.2006

- Increased the profitability of specialty-quality, shade grown coffee to make it a viable path to ecological restoration of the Atlantic Rainforest and Cerrado Region, poverty alleviation and compliance with the Brazilian Forest Law
- Designed harvesting and handling protocols that allowed products to be reliably and consistently at the same quality as BRAZCOF's registered trademark
- Created a social-ecological certification framework and branding plan in order to integrate socio-economic, carbon and biodiversity indicators, while adopting participatory monitoring and external audits

SYSTEMS INTEGRATOR – Siemens Automation - Houston, TX

Dec.1996-Nov.1998

- Coordinated the strategic alliance between Siemens, Schlumberger and Delta-X to initiate the operation of a Production Plus System (PPS), including remote control automation products and services to optimize E&P AMAZÔNIA geographic oil production unit, from 28,000 to 55,000 barrels per day and gas production from 1 million to 6 million cubic feet

INTERNATIONAL RELATIONS – São Paulo State Government, Milan, Italy

Nov.1995-Nov.1996

- Instrumental in working with the Italian government towards the signing of a commercial agreement between Lombardy and São Paulo. Responsibilities included sourcing deals and moving them through joint ventures
- Developed partnerships, organized trade missions, planned communications and connected organizations of the Metal-Mechanic and Oil-Gas Sectors

SOUTH AMERICA AREA ECONOMIST - Lombardy Foreign Trade Center

Mar.1993 – Oct.1995

- Prepared feasibility studies for leading Italian metal and mechanic industries of the oil and gas sectors to enter joint ventures with Brazilian manufacturers through the “Joint Venture European Community Investment Partners Program for Mercosur,” (an international organization consisting of Argentina, Brazil, Paraguay, and Uruguay, as well as several associate members in Latin America aiming to increase trade) operated by the Lavoro Bank

INDEPENDENT CONSULTANT - U.S. Department of Commerce, Washington, D.C.

Dec.1989-Nov.1993

- Researched market readiness in Brazil for North American industries from different segments including wind, solar photovoltaic (PV), and fuel cell power through the Cooperator Program funded by the International Bank for Reconstruction and Development which had been tasked with introducing products and customer focused services in these industries

EXPORT MANAGER - Primex International Trading, New York

Mar.1981-Nov.1988

- Responsible for the South America Export Program which supported companywide collaboration on key services in Chile, Argentina, Brazil and the United States
- Developed and executed sales plans and budgets that aligned company and customer strategies to achieve business targets including volume, revenue, profit and market share

MEMBERSHIP OF PROFESSIONAL BODIES

- Member, Forest Management Committee of the Brazilian Association of Technical Standards (ABNT)
- Technical Member Body, ISO/PC 287 Chain of custody of wood and wood-based products
- Member, Center of the Industries of São Paulo - East Office Region (CIESP LESTE)
- Member, Board of Trustees, DEPAR I, São Paulo Federation of Industries (FIESP)
- Merit Reviewer, Kuwait Foundation for the Advancement of Sciences –Research Directorate
- Member, Management Board of the Tiete River Floodplain Protected Area (APA Varzea do Rio Tiete)

HONORS

- Fellow, Research Grant, Ryoichi Sasakawa Young Leaders Fellowship Fund, Brazil 1991 -1993
- Distinguished Honorary Award, U.S. Department of Commerce, Brazil 1993
- Publication Grant, Ernst & Young, Brazil 1994
- Research Grant, São Paulo Research Foundation (FAPESP), Brazil 2011-2012
- Research Award, Purdue University 2011
- Research Award, Department of Geology, College of Arts and Sciences, The University of Vermont 2012
- Fulbright Fellowship, Department of Agricultural Economics at Texas A&M University 2015

Norton Siano Ribeiro de Freitas

SAMPLE OF PUBLICATIONS

Book Chapter

- **de Freitas, N., & Farley, J.** (2012). Restoring Ecosystem Services in Riparian Zones by Promoting Working Forests in São Paulo, Brazil. In Deborah Rigling Gallagher (Ed.), Environmental leadership: A reference handbook. (pp. 519-527). Thousand Oaks, CA: SAGE Publications, Inc. doi:10.4135/9781452218601.n55.
http://knowledge.sagepub.com/view/hdbk_enviroleadership/n55.xml

Journal Article

- Farley, J. Schmitt F., A. Alvez, J. **Ribeiro de Freitas Jr., N.** 2012. How Valuing Nature Can Transform Agriculture. Solutions. Vol.2, No.6. pp.64-73. <http://www.thesolutionsjournal.com/node/1014>

Technical Work

- **Ribeiro de Freitas, N. Jr.,** Markewitz, D., R.H. Howard and A. Howard (2013). Indicators of Forest Ecosystem Functions for Valuing Land Based Mitigation of the Impact of Agriculture in the Environment

Technical Work

- **Ribeiro de Freitas, N. Jr.,** and Lini, A. (2014). Documenting and Understanding Biochemical Changes Affecting the Sustainability of Tropical Forest Ecosystem Services in Southeastern Brazil

Book

- **Ribeiro de Freitas, N. Jr.** (1994). O capital norte-americano e investimento no Brasil: características e perspectivas de um relacionamento econômico, 1950-1990. Editora Record. <http://lccn.loc.gov/95832096>;

Technical Work

- **De Freitas, N., & McCarl, B. A.** (2016). Working Forests for Energy Generation and the Restoration of Riparian Ecosystems in São Paulo, Brazil, Using a Regional Model with a Structure Similar to the Forestry and Agricultural Sector Optimization Model – Greenhouse Gas Version (FASOM GHG)

SAMPLE OF PRESENTATION

- ISOSCAPES 2011. Purdue University, Discovery Park, West Lafayette, Indiana. Conference and Workshop. Documenting and Understanding Ecological Changes Affecting the Sustainability of Forest Ecosystem Services in São Paulo, Brazil, (English). 2011
- Department of Geology, University of Vermont. Lecture. Evaluation of Indicators of Ecosystem Function Applicable to the Sustainable Management of Lake Rescue, VT, (English). 2012
- Gund Institute for Ecological Economics, University of Vermont. Lecture. The Challenge of Restoring Ecosystem Services Offered by Riparian Forests in São Paulo, Brazil, (English). 2009
- Istituto di Studi Per Lo Sviluppo Economico (ISVE). Naples, Italy. Lecture. The Growth of the Brazilian Industry and the Joint-Venture Program: A New Approach for the Promotion of International Agreements between Corporations. (Italian). 1993

OTHER

- [Brazilian Economist and #Fulbright... - The Fulbright Program](https://www.facebook.com/fulbright/posts/10153770017034647)
<https://www.facebook.com/fulbright/posts/10153770017034647>
- <http://www.cies.org/article/visiting-scholar-fosters-connections-between-brazil-and-texas>
[\[PDF\]eco.institutions that reward ecosystem services\[4\].](#)
- <https://www.wageningenur.nl/.../4e35cb6c-9d4e-4070-a40f-8ea34464d2...>