

Daniel Campanha

Global International Finance, General Manager, Corporate Strategist, and Board Member



Professional Profile:

Daniel Campanha is a seasoned Global Finance, General Manager, Corporate Strategist, and Board Member with a distinguished career spanning over 27 years in the Life Sciences industry. His journey has taken him through the ranks of some of the world's foremost organizations, including Ernst & Young, Novartis, Nokia, Abbott, Korn/Ferry International, Novo Nordisk, Amgen and AbbVie. With a strong foundation in finance, Daniel brings a wealth of expertise in driving corporate strategy, optimizing profitability, and consistently delivering results.

Key Competencies:

Daniel has consistently demonstrated a remarkable ability to effect change and transformation within businesses. His accomplishments include People & Team's development, P&L management, process enhancement, successful acquisitions, turnaround initiatives, and launching new operations and business areas through innovative business models. A true leader in talent development, he has set strategies for accelerated growth, navigated complex negotiations, maintained vital relationships with key stakeholders, and effectively implemented strategic projects across various organizational pillars, including Finance, Marketing, Commercial, Operations, and Supply Chain.

Global Perspective:

Having lived in multiple countries, including Brazil, the USA (twice), Turkey, Japan, Switzerland, and Portugal, Daniel possesses an acute understanding of diverse cultures and a remarkable flexibility to adapt to varying business realities. This global perspective has been invaluable in shaping his approach to leadership and decision-making. This global versatility enhances his ability to connect with individuals from diverse backgrounds and geographies.

Language Proficiency:

Daniel's language skills are an asset in the global business arena. He is a native Portuguese speaker, fluent in English and Spanish, w/ a good command of Italian.

Academic Excellence:

Daniel Campanha's professional journey is based by a solid academic foundation. He holds a Bachelor's degree in Business Administration from PUC-SP and completed an Executive MBA program at INSPER. His commitment to continuous learning led him to undertake a Strategy Execution Program and an Executive Master in Change at INSEAD, further enriching his strategic acumen. He is also a Certified International Coach by ICF.

Reflections at 25: Insights for Your Journey Ahead

Join Daniel Campanha for a candid and engaging session as he reflects on over 27 years of navigating the global Life Sciences industry, revealing the pivotal lessons and leadership insights gained through diverse roles across continents and organizations. Drawing on his career journey through leading multinational companies, Daniel explores how embracing international experiences, overcoming challenges, and continuously adapting to change have been critical to both personal and professional growth. He shares powerful stories of building teams, driving transformation, and making tough decisions, while highlighting how cultural exposure and adaptability can accelerate your career. Attendees will gain an inside view of how much the world—and the paths open to young professionals—have evolved since Daniel was 25, with technology, communication, and globalization providing a landscape ripe with new opportunities and challenges. Whether you're seeking inspiration to step out of your comfort zone, practical advice on thriving in an ever-changing world, or insight into the mindset needed for sustained growth, this session is designed to empower young professionals to take charge of their journey and embrace what lies ahead

Key Takeaways:

- International exposure and adaptability are key drivers of personal and professional development.
- Strong relationships, continuous learning, and embracing change set the foundation for long-term success.
- The world of work is constantly evolving—staying open to new opportunities and global perspectives is more important than ever.

Rethink the Present: Today's World Will Be History by 2050

World in 2000....

- **Work culture:** Offices prioritized in-person meetings; remote work was rare, and information was exchanged via printed memos
- **Global events:** The Euro had just launched as physical currency, emerging markets were taking off, and Y2K had just passed without expected disruption.
- **Knowledge access:** Encyclopedias and libraries were primary sources; Wikipedia was founded in 2001, Google had only begun transforming search.
- **Lifestyle:** Streaming didn't exist; people shared music using CDs or cassettes, and movies were watched on VHS or at the cinema



... and Technology

- **Communication:** Most people used dial-up internet and AOL or Yahoo! for email; video calls were science fiction, and international calls were costly.
- **Mobile phones:** Bulky, mostly just for calls and texting; no apps, no touchscreens—Nokia and Motorola were iconic brands.
- **Social media:** Platforms like Facebook, Instagram, and LinkedIn did not exist yet; networks were built face-to-face or by phone

Shaping My Path: Early Leadership, Lasting Influence, and a Global Mindset

Early leadership moments



- I always looked for chances to work in different countries because it helped me grow faster and learn from new experiences and cultures

Influence and legacy



- Believed in lifelong networking, maintaining strong relationships w/ past mentors and managers who shaped my development
- My ongoing work is a living legacy of the knowledge, values, and connections built through these formative experiences

Global Impact



- Adapted to diverse cultures, business practices, and personal realities across countries; aligning personal and professional ambitions is crucial, and staying agile as strategies evolve is key to succeed globally

Growing Organizations, Making Decisions, and Empowering Teams

Shaping Organizations



- Turning an idea into reality by assembling the team, designing processes, and putting everything into action.
- Faced real challenges, like getting buy-in and overcoming resistance to change, but pushed through to create an organization that kept delivering results long after launch.

Decision Making



- I faced tough times when reorganizing teams and deciding how to use limited resources.
- Managing budgets = making hard choices
- I learned that being smart and fair with money is essential when resources are tight and everything is competitive

Lesson in Talent



- Invested in people by recognizing individual aspirations, prioritizing team development, and leveraging collective strength
- Success is always a team journey, never a solo achievement