

# Curriculum Vitae

**Milla Cerqueira**

**IAPP certificate – CIPM (Certified Information Privacy Manager).**

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Milla Cerqueira is a seasoned legal and compliance expert, renowned for her pivotal role in advancing data protection, privacy laws, and innovative technology solutions. With over 15 years of extensive experience, she has driven significant developments in compliance, e-commerce, and the integration of legal frameworks with cutting-edge technologies across multiple sectors. She is also the founder of "Cadê Meu Dado?", a groundbreaking startup dedicated to enhancing data protection frameworks, which positions her at the forefront of addressing modern data challenges.

Currently, Cerqueira leverages her deep expertise to provide strategic insights and leadership in privacy management and data protection initiatives, directly contributing to robust governance and compliance structures within major organizations. As a celebrated speaker at TEDx, she shared revolutionary perspectives on data evolution in the legal sector, emphasizing the critical need for integrating ethical considerations in technological deployments.

Previously, Cerqueira has demonstrated her capabilities as a consultant and leader in various prestigious institutions. She played a vital role as a compliance advisor at the Brazilian Bar Association (OAB/SE), where she spearheaded the implementation of the General Data Protection Law (LGPD), showcasing her ability to translate complex regulations into actionable corporate practices. Her academic contributions include lecturing at PUC/PR, where she educated emerging legal professionals on startups, privacy, and data protection, highlighting her commitment to nurturing the next generation of legal experts.

Her publications are well-regarded in the legal community, including co-authoring multiple books published by the prestigious Revista dos Tribunais. These works focus on personal data protection, compliance, and the intersection of law and technology, enhancing her reputation as a thought leader in these critical areas. Notably, her articles on algorithmic biases and neuro-rights, published by Thomson Reuters, have been instrumental in shaping discussions on the ethical implications of artificial intelligence.

Cerqueira's distinguished career is also marked by her role in managing complex negotiations and legal strategies for high-profile clients in the banking, education, transport, technology and health sectors, further illustrating her adeptness in handling high-stakes environments. Her leadership extends beyond professional achievements; she actively participates in shaping policy and setting standards on national and international platforms, advocating for stringent yet fair data governance practices.

With fluency in English, Spanish, and Portuguese, Milla Cerqueira effectively communicates and collaborates with diverse teams across global landscapes. Her professional journey is a testament to her dedication to excellence, innovation, and the ethical stewardship of technology in the legal domain.

## KEY SKILLS

Data Protection and Privacy Compliance | Strategic and Legal Advisory | Regulatory Framework Implementation | Risk Assessment and Management | Technology Integration | Digital Transformation | LegalTech Innovations | Thought Leadership | Public Speaking | Academic Lecturing | Authorship and Publication | Privacy Law | GDPR and LGPD Expertise | International Data Transfer | Data Security | Policy Development | Organizational Change Management | Leadership and Team Building | Legal Consulting | Negotiation and Mediation | Corporate Governance | Entrepreneurship | Start-up Ecosystems | Business Development | Networking | Professional Training | Cross-Functional Collaboration | Multicultural Communication | Intellectual Property | AI Ethics and Compliance

## QUALIFICATIONS

- Strategic Thinker: Highly proactive with a natural inclination for forward-thinking and innovation, consistently taking initiative to drive projects forward.
- Analytical Acumen: Possesses robust analytical skills, enabling effective problem-solving and decision-making based on a deep understanding of complex scenarios.
- Organizational Mastery: Exceptionally organized, adept at managing multiple projects simultaneously under tight deadlines without compromising quality.
- Leadership Excellence: Demonstrated leadership abilities, excelling in guiding teams through challenging environments and achieving notable successes.
- Communication Expertise: Outstanding communication skills, both verbal and written, facilitating clear and persuasive interactions with diverse stakeholders.
- Autonomous Efficiency: Independently efficient, with a strong grasp of business objectives, allowing for exceptional performance even in unsupervised settings.
- Innate Problem Solver: Naturally inclined to address and resolve challenges effectively, viewing obstacles as opportunities for innovation.

## ACADEMIC BACKGROUND

Bachelor of Law (LL.B.), Universidade Tiradentes (UNIT), Brazil — Acquired a comprehensive foundation in legal principles and practices, focusing on Brazilian and international law.

Master of Business Administration (MBA) in Tax Law, Fundação Getúlio Vargas (FGV), Brazil — Specialized in tax law, enhancing my expertise in fiscal regulations and their applications in corporate settings.

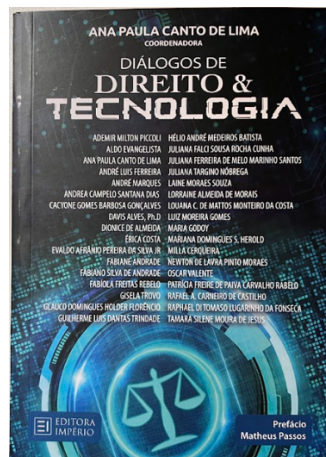
Communication and Leadership Training, Dale Carnegie Training/DCI, USA — Developed advanced skills in effective communication and leadership, crucial for professional growth and interpersonal success.

Visiting Scholar, Cambridge Institute for Brazilian Students, Boston, USA — Participated in a scholarly exchange that emphasized legal studies related to global economic policies and international law.

Executive Education in Startups, INSPER, São Paulo, Brazil (2017) — Gained insights into startup ecosystems, focusing on innovation management and entrepreneurial finance.

Language Proficiency: Fluent in English, intermediate Spanish, and native Portuguese, enabling effective communication across diverse cultural contexts.

## MAIN PUBLICATIONS



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BDJur - Diálogos de direito e tecnologia



A BDJur é um repositório mantido pelo Superior Tribunal de Justiça (STJ), que possibilita acesso a diversos conteúdos da área jurídica, disponíveis nas coleções: Atos Administrativos, Banco de Saberes, Doutrina e Repositório Institucional.

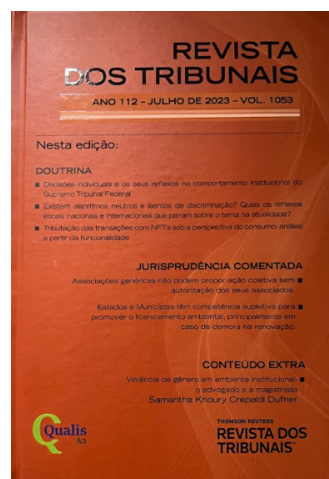
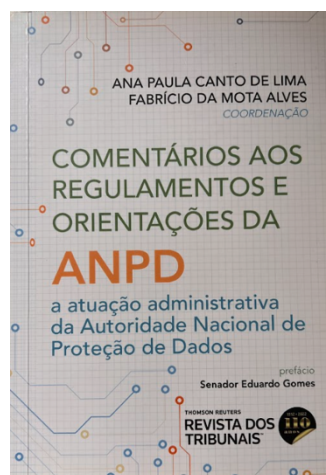
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Exibir registro completo (ipajuhandu2011172281?mode=full) Visualizar estatísticas (ipaju2011172281)

Aparece nas coleções: Sumários de Livros (ipajuhandu201116)



## PROFESSIONAL EXPERIENCE

(2011 to 2018)

In my over seven years at Nelson Wilians & Advogados Associados, I progressed rapidly from intern to National Director and ultimately to Partner, leveraging my exceptional communication skills and leadership prowess. My ascent within the firm was marked by my strategic influence and dedication to nurturing a culture of excellence and innovation.

Early in my tenure, I identified and implemented key strategies that doubled our growth rate, resulting in a 50% revenue increase within just two years. This growth was not only a testament to my commercial acumen but also reflected my commitment to developing a robust team. As a Partner, I have been particularly focused on the capture, retention, and development of top legal talent, ensuring that our firm not only attracts but also retains the brightest minds in the legal field.

My leadership style is deeply rooted in the philosophy of building leaders. I have instituted comprehensive mentorship and development programs that empower young attorneys with the tools and confidence to excel in their careers. These initiatives have significantly enhanced our firm's reputation as a cradle for legal experts and thought leaders.

Under my guidance, our team has expanded its capabilities, embracing cutting-edge legal technologies and methodologies that have set new industry standards. In addition to my focus on leadership and talent development at Nelson Wilians & Advogados Associados, a strategic approach to public relations has been crucial in enhancing our firm's visibility and engagement within the legal market. By maintaining strong connections with local media, we have significantly amplified our presence in the industry.

Through interviews, thought leadership articles, and regular contributions to discussions on key legal trends, we have established ourselves as authoritative voices in the legal field. This ongoing interaction with the media has proven instrumental in our firm's growth and in the robust demand for our services, underscoring the importance of strategic communication in today's competitive marketplace.

(2018 to present)

As a self-employed professional, I have excelled in navigating the dynamic job market with agility and strategic innovation. My work is marked by a proactive approach in addressing complex client needs, particularly in data protection and legal technology. I adeptly manage projects from start to finish, consistently meeting tight deadlines while upholding the highest quality standards. My dedication to excellence is evident in my consulting work, where I deliver customized solutions that often exceed client expectations. My capacity to adapt swiftly to market changes and embrace new technologies positions me as a thought leader and invaluable strategic partner in any business endeavor.

As a recognized expert in cybersecurity and data protection, I frequently serve as a guest speaker at industry symposiums and conferences. My presentations focus on crucial issues facing today's digital landscape, including innovative strategies for safeguarding sensitive information. I have had the honor of sharing my insights at esteemed organizations such as DocuSign, the national Brazilian Bar Association (OAB), and Planejar, where I address professionals eager to enhance their cybersecurity measures. My talks are tailored to equip businesses with the knowledge and tools necessary to combat the evolving threats in data security, emphasizing practical solutions and forward-thinking policies. My role as a speaker not only reflects my deep expertise but also my commitment to

educating and influencing the broader professional community on the importance of robust data protection practices.

#### KEY ACHIEVEMENTS AND IMPACT:

##### Strategic Legal Leadership in High-Stakes Banking Negotiations:

Acted as a pivotal leader in securing high-profile contracts for notable banking entities including Brazil Bank, Bradesco Bank, Bank of São Paulo State (Banespa), and Bank of Sergipe State (Banese). As a partner and director at Nelson Wilians & Advogados Associados, my direct involvement was instrumental in orchestrating these deals, significantly enhancing our firm's footprint in the national banking sector.

##### Defense and Advisory for Major Associations and Corporations:

Provided strategic legal counsel in defense of prominent organizations such as the National Association of Federal Police Delegates (ADPF) and the Commercial Association of the State of Sergipe, among others. My legal expertise supported major national corporations including Cruzeiro do Sul Bank S/A, Banco do Nordeste do Brasil S/A, and Companhia de Bebidas das Américas (AMBEV), facilitating their compliance and operational success in complex regulatory environments.

##### Cross-Border Contractual Expertise:

Orchestrated and mediated critical contractual agreements involving Brazilian entrepreneurs and key U.S. stakeholders including Silicon Valley Bank, American venture capitalists (HBS Angels), accelerators (Obr Global), and co-working spaces (Circuit Launch). These agreements have fostered international business relations and opened new avenues for Brazilian entrepreneurial ventures in global markets.

##### Notable Legal Victories:

Achieved significant legal victories including the annulment of a labor judgment valued at over R\$ 500 million and the nullification of tax liabilities exceeding R\$ 1 billion. These successes have not only safeguarded client assets but have also established precedents that reinforce fair legal practices.

#### VOLUNTEER WORK

I pioneered Dr. Responde, an innovative social venture designed to democratize legal information. Utilizing a sophisticated platform enabled by Machine Learning and Artificial Intelligence, Dr. Responde aims to bridge the justice gap for underserved communities. Initially launched in the favelas of Rio de Janeiro and São Paulo, the initiative has successfully empowered over 18,000 families with vital legal resources previously inaccessible to them. My vision for Dr. Responde showcases a scalable model with the potential for global impact, underscoring my dedication to leveraging cutting-edge technology to address critical social issues effectively.