

Silvio Abrahão Laban Neto

Bachelor's degree in Naval Engineering from Poli-USP (1985), MBA in Business Administration from EAESP-FGV (1997), and doctoral in business administration with emphasis in marketing from EAESP-FGV (2004). He received the Best Paper Award in Academic Marketing Division in the ANPAD Awards 2008, and was recognised as One of the 50 Most Influential IT Professionals by Info Exame magazine (2002). He was a member of the Audit Board of Duke Energy and serves as a Venture Corp. of Endeavor.

Before joining Insper, he was clinical professor of marketing and also served as vice-director of the Center for Excellence in Retailing in EAESP-FGV. Prior to his university career He worked for about 20 years as an executive in Grupo Pão de Açúcar, Carrefour, Walmart and Accenture. He also served as co-president of the Efficient Consumer Response (ECR) Association for Brazil and Latin America, and as a member of the Executive Committee of the Global Commerce Initiative (GCI).

His research appears in the Harvard Business Review Brazil, Journal of Retailing and Consumer Services, Brazilian Administration Review. His field of interest is retailing, sales management, customer relationship management.