



José Alexandre Cavalcanti Vasco

Director, Office of Investor Protection and Assistance, Securities and Exchange Commission (CVM), Brazil

José Alexandre Cavalcanti Vasco joined CVM in 1997, when he was assigned to work at the Enforcement Office. In 2001, he became Director of CVM's Administrative/Financial Office, and in 2005, Mr. Vasco became the Director of the Investor Protection and Assistance Office, a position he continues to hold today. Vasco is Chairman of IOSCO Committee 8 and also a member of the G20/OECD Task Force on Financial Consumer Protection.

Over the course of his career, Mr. Vasco has helped to launch numerous financial literacy programmes and initiatives that have streamlined and made more accessible investor education programmes in Brazil. These include the Advisory Committee of Education, launched in 2006 to bring together the major representative bodies of the Brazilian capital markets to spearhead educational projects for investors, journalists, professors, and judges; the CVM's new investor portal (www.portaldoinvestidor.gov.br), which has become an essential online resource; and CVM's new social media brand ("CVMEducacional"), on Twitter, Facebook, YouTube and LinkedIn. He led the working group that drafted the Brazilian National Strategy for Financial Education (ENEF) and the Brazilian Financial Education in Schools pilot project. In 2014, he coordinated the committee that organized the 1st Money Week in Brazil, an ENEF initiative. His office also launched the CVM's Behavioral Sciences Blog and designed CVM's Behavioral Sciences Advisory Board (Deliberation # 720, of 2014), a panel that gathers together psychologists, neuroscientists, anthropologists, designers and educators to deliver scientific advice for CVM policy-makers in the areas of investor and financial education.

Mr. Vasco earned a bachelor's degree in Logistics in 1990 from the Brazilian Naval Academy, a bachelor's degree in Law from Rio de Janeiro State University in 2001, and two master's degrees – one in Business Administration from the Fundação Getúlio, and a second in Science in Law, which Mr. Vasco earned at Rio de Janeiro State University in 2007.