



ANA LEONI

Head of Education, ANBIMA; Secretary-Treasurer, IFIE
Brazilian Financial and Capital Markets Association (ANBIMA)

Ana Claudia Leoni joined ANBIMA in 2005, when she oversaw the Association's Institutional Communications area. Currently, she is responsible for the Education (Investor Education, Certification and Training Programs) and Technical Information areas. She is a member of National Financial Education Committee (CONEF) and of the Brazilian Financial Education Association (AEFBrasil). She is also a member of the IFIE (International Forum for Investor Education) Advisory Board and Chair of IFIE America's Chapter. Previously, she worked for 14 years in financial institutions, in areas including private banking, product development and communication. She earned a bachelor's degree in Social Communication from the Paulista University and an MBA in Services Marketing from ESPM (School of Higher Education in Advertising and Marketing).