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Marcos Troyjo is Director of the BRICLab at Columbia University, a SIPA special forum on Brazil, Russia, India, and China. He teaches *The Rise of BRIC* at SIPA.

Troyjo is the founder of the Center for Business Diplomacy, an independent think-tank on global entrepreneurship. He holds a Ph.D. in sociology of international relations from the University of São Paulo and pursued postdoctoral studies at Columbia University. An economist and political scientist, he is an alumnus of The Rio Branco Institute (Instituto Rio Branco), the graduate school of international relations and diplomatic academy of Brazil's Ministry of Foreign Affairs. He undertook additional graduate studies at Harvard University's Kennedy School of Government.

Troyjo is a lecturer in the graduate programs at IBMEC University, a Visiting Professor at the Centre d'Études sur l'Actuel et le Quotidien, Université Paris Descartes (Sorbonne), and a member of the International Schumpeter Society. He worked as a career diplomat and was Press Secretary at the Brazilian Mission to the United Nations in New York and Chief of Staff of the Science and Technology Department of Brazil's Ministry of Foreign Affairs.

He is a regular op-ed contributor and commentator for print and electronic media outlets in Brazil and around the world. He serves on the Advisory Board of numerous for-profit as well as not-for-profit institutions. Troyjo has been chosen one of "The Outstanding Young Persons of the World – TOYP" by the Junior Chamber International in 2004. Troyjo was the winner of the "Latin America Fellowship-2005" awarded by the Rt. Hon Helen Clark, former Prime Minister of New Zealand.

He is the author of such books as: *Technology & Diplomacy, Brazil: Competitiveness in the Global Marketplace, Manifesto of Business Diplomacy, Trading Nation: Power & Prosperity in the 21st Century* (chosen by 'Americas Quarterly' as one of the best new books on policy, economics, and business in the hemisphere in 2007). He has lectured at Yale University, Harvard University, University of Washington, MIT (Massachusetts Institute of Technology), IE-Instituto de Empresa (Spain), IVA-The Royal Academy of Engineering Sciences (Sweden), Tsinghua University (China), University of Auckland (New Zealand), and Canning House (UK).