



**Sergio Avelleda, World Resources Institute**

Sergio Avelleda is the Director of Urban Mobility at WRI Ross Center for Sustainable Cities.

Before joining WRI, Sergio was the Secretary of Mobility and Transport in São Paulo, Brazil, where he was responsible for managing traffic challenges and the most extensive bus system in the world. He led more than five thousand people and spearheaded city implementation of Vision Zero programs to reduce traffic fatalities. Sergio was additionally in charge of taxi regulation and transport mobile apps, as well as the management of the freight transport system.

He was president of the São Paulo Metropolitan Company, which transports 4.5 million people daily on four subway lines. Sergio changed how the company interacted with its users, incorporating SMS reporting and other programs, which were awarded by UITP. During his period, the company was constructing three new lines at the same time, and he led the negotiation with multilateral agencies.

Prior, he had been president of the suburban trains companies in São Paulo (CPTM), a company with more than 8,000 employees and an annual revenue of \$800 million. CPTM serves 22 municipalities, providing transportation for 2.1 million passengers per day.

Sergio is a lawyer, and he received his MBA in 2012, at the Insper – Instituto de Ensino e Pesquisa in São Paulo. He is a cyclist and is passionate about connecting people in cities.

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