

Tiago S. Prado

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PROFILE

- 10 years experienced policy and regulatory expert, with extensive track record of work with governmental actors in the design, evaluation, and implementation of digital policies
- Advanced academic background, with a Master of Public Policy, a MBA with focus in project management, a B. Eng. in Communications Networks, currently pursuing PhD studies in digital policy and economic issues
- Extensive data science skills, especially in econometric analysis and machine learning algorithms using STATA, R, MATLAB and MS Excel

EDUCATION

Doctor of Philosophy, Michigan State University, East Lansing **Expected 2023**

- Major: Information and Media
- Concentration: Digital Policy and Economics

Master of Public Policy and Development, Institute for Applied Economic Research, Brasília **Feb 2018**

- Research topic: design of evidence-based broadband policies to bridge digital divides
- Thesis: Public Policies for High Speed Broadband Internet Access Expansion: An Econometric Analysis of Alternatives for Brazil

Master of Business Administration, Fundação Getúlio Vargas – FGV, Rio de Janeiro **Jun 2016**

- Major: Project Management
- Final Project: The Relevance of Communication in Public Infrastructure Projects

Certificate Program, University of California, Irvine **April 2016**

- Major: Project Management
- 175 hours of evaluated training

Bachelor of Engineering, Universidade de Brasília – UnB, Brasília **Jan 2010**

- Major: Communications Networks
- Final Project: 3G (UMTS) traffic optimization

WORK EXPERIENCE

Research Assistant, Quello Center for Media & Information Policy – East Lansing, USA **Aug 2019 - Present**

Conducted research and published on the following topics:

- Measuring the impact of big techs on innovation (e.g. impacts of acquisitions in venture capital activity) using differences-in-differences design and dynamic models
- Machine learning as a tool to increase effectiveness of public policies aimed at bridging digital divides

Independent Consultant, International Telecommunications Union – ITU – Remote **Oct 2018 – Present**

- Authored the ICT Infrastructure Business Planning Toolkit, report published by the UN's International Telecommunications Union (ITU) in 2019
- Trained policymakers and regulators in Africa, Asia and Latin American on how to use business planning as a tool to support evidence-based policy and regulatory decisions

Digital Policy and Regulatory Specialist, National Telecommunications Agency – Brazil **Jul 2011 – Present**

- Led a team of 20 persons responsible for elaborating business plans for infrastructure projects (4G, fiber and satellite broadband), and coordinated the spectrum pricing at two major 4G auctions (700 MHz and 2.6 GHz)
- Coordinated a working group at the United Nation's with more than 50 regulators from Africa, Asia and Latin America aimed at harmonizing national regulatory frameworks

ICT Advisor on International Banking Platforms, Banco do Brasil S.A - Brazil **Jul 2007 – Jun 2011**

- Provided support on international banking platforms for several branches around the world (mainly in the US, Europe, Latin America and Japan)
- Deployed the modernization of network and storage system in accordance with countries' banking regulations

PUBLICATIONS

Journal Papers:

- **Prado, T. S.**, & Bauer, J. M. (2021). Improving broadband policy design using market data: A general framework and an application to Brazil. *Telecommunications Policy*, 45(4), 102111. <https://doi.org/10.1016/j.telpol.2021.102111>
- Charlita de Freitas, L., **Prado, T. S.**, L. de Souza Filho, A., Euler de Moraes, L., N. de Moura Filho, R., Stanzani, J., Cavazzoni Lima, R., Alarcón López, L. G., & Baigorri, C. M. (2020). Foundations for the Design of Mechanisms to Fostering Liquidity in the Secondary Spectrum Market in Brazil. *Law, State and Telecommunications Review*, 12(1), 187-204. <https://doi.org/10.26512/lstr.v12i1.30005>
- Charlita de Freitas, L., **Prado, T. S.**, L. de Souza Filho, A., N. de Moura Filho, R., Baigorri, C. M., & Euler de Moraes, L. (2020). Economy of infrastructure sharing in the telecommunications sector in Brazil: inventory and the design of a general sharing mechanism. *Revista Latinoamericana de Economía y Sociedad Digital*, Issue 1 – TICs en Tiempos de COVID-19, 72-91.

Conference Papers:

- **Prado, T. S.** (2021). Assessing the market power of digital platforms. Paper at the Telecommunications Policy Research Conference – TPRC 48. Washington, DC – USA. <http://dx.doi.org/10.2139/ssrn.3747793>
- Bauer, J.M. and **Prado, T. S.** (2020). Lessons from innovation economics for digital platform policy. Paper at the International Telecommunications Society (ITS) Conference, June. <https://dx.doi.org/10.2139/ssrn.3749670>

Working Papers:

- **Prado, T. S.** (2021). Kill Zones? Measuring the Impact of Big Tech Start-up Acquisitions on Venture Capital Activity (February 17, 2021). https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3787127

Thesis:

- **Prado, T. S.** (2018). Public Policies for High-Speed Broadband Internet Access Expansion: An Econometric Analysis of Alternatives for Brazil. Instituto de Pesquisa Econômica Aplicada. http://www.mestradoprofissional.gov.br/sites/imagens/mestrado/turma2/tiago_sousa_prado.pdf

Training Material Authored:

- ICT Infrastructure Business Planning Toolkit. International Telecommunications Union. 2019. https://www.Itu.Int/Pub/D-PREF-EF.ICT_STRUCT_KIT-2019

International Standards Edited:

- ITU-T Recommendation E.805: Strategies to Establish Quality Regulatory Frameworks. International Telecommunications Union. 2019. <https://www.Itu.Int/Rec/T-REC-E.805-201912-I>
- ITU-T Recommendation E.811: Quality Measurement in Major Events. 2017. <https://www.Itu.Int/Rec/T-REC-E.811/En>
- ITU-T Recommendation Y.3035: Service Universalization in Future Networks. International Telecommunications Union. 2015. <https://www.Itu.Int/Rec/T-REC-Y.3035/En>

Other Publications:

- **Prado, T. S.** (2021). Regulação de plataformas digitais: por quê e para quem? Teletime, Artigo do Leitor. Available at: <https://teletime.com.br/02/02/2021/regulacao-de-plataformas-digitais-por-que-e-para-quem/>
- **Prado, T. S.** (2020). Desafios à competição na Internet: uma nova fronteira regulatória. Teletime, Artigo do Leitor. Available at: <https://teletime.com.br/27/07/2020/desafios-a-competicao-na-internet-uma-nova-fronteira-regulatoria/>

INTERNATIONAL CONFERENCES

- Telecommunications Policy Research Conference (TPRC48) – Washington, DC (remote) – February, 2021.
- Telecommunications Policy Seminar – Brasília, Brazil (remote) - February, 2021.
- ITU Policy and Economic Colloquium 2020 – Geneva, Switzerland (remote) – October, 2020.
- International Telecommunications Society (ITS) Online Conference – June, 2020.

PARTICIPATION IN INTERNATIONAL ORGANIZATIONS

Between 2012 and 2019 I spoke on behalf of Brazil and led Brazilian delegations at several telecommunication-related conferences on the Organization of American States' (OAS), as well as on the United Nations' International Telecommunications Union – UN/ITU-T. Some of them are listed below.

UN's ITU World Conference on International Telecommunication (WCIT) –

- 2012 - Dubai, United Arab Emirates

UN's ITU World Telecommunications Standardization Assembly (WTSA)

- 2012 - Dubai, United Arab Emirates
- 2016 – Hammamet, Tunisia

OAS/CITEL Permanent Consultative Committee I (PCC.1)

- 2012/1 – Buenos Aires, Argentina
- 2012/2 – San Salvador, El Salvador
- 2013/1 – Buenos Aires, Argentina
- 2014/1 – Lima, Peru
- 2016/2 – Lima, Peru

UN's ITU-T Study Group 12 – “Performance, QoS and QoE”

- 2014/2 – Dubai, United Arab Emirates
- 2015/2 – Athens, Greece
- 2016/2 – Haarlem, Netherlands
- 2017/2 – Johannesburg, South Africa
- 2018/1 – Dakar, Senegal
- 2018/2 – New Delhi, India
- 2018/2 – Istanbul, Turkey
- 2019/1 – Geneva, Switzerland

UN's ITU-T Study Group 13 - “Future Networks”

- 2014/2 – Geneva, Switzerland
- 2015/1 – Geneva, Switzerland

DATA SCIENCE SKILLS

- Statistical Packages: STATA, R, MATLAB, MS Excel
- Data Science: cross-section and panel data analysis, and machine learning classification algorithms
- Survey Methods: design, implementation and analysis using structural equation models

GRANTS

- Facebook's Research Grant - Measuring Economic Impact in the Digital Economy, awarded in 2020 for the project Modeling and measuring the economic impacts of digital platform innovation. Total amount: \$100.000
- Tinker Field Research fellowship awarded by the MSU Center for Latin American and Caribbean Studies (CLACS) - 2020. Total amount: \$2000
- Summer Research Fellowship awarded by the MSU Department of Media and Information – 2020. Total amount: \$3500

AWARDS AND HONORS

- Winner of the Facebook's Measuring Economic Impact in the Digital Economy Research Award 2020
- Winner of the Thomas A. Muth Sr. Endowed Fund in Telecommunication, Information Studies and Media Award – 2020
- Elected in the UN's World Telecommunications Standardization Assembly in 2016 to represent Latin American countries as vice-chairman of the ITU-T Study Group 12 – Performance, QoS and QoE
- Winner of full fellowship for being positioned among the top 2% in the Master's Program selection process, which counted with more than 500 officials from many parts of the Brazilian federal government
- Positioned in the top 1% among the four thousand engineers who applied for the Anatel's national selection
- Selected in the national exam to the highly competitive engineering program at the University of Brasilia