

Institute of Development Studies
Library Road
Brighton
BN1 9RE
UK

E: j.greenman@ids.ac.uk
T: +44 (0)1273 606261
W: www.ids.ac.uk

CURRENT EMPLOYMENT: PhD Researcher, Institute of Development Studies

DATE OF BIRTH: 26/08/1996

NATIONALITY: Brazilian

LANGUAGES: Portuguese (Native), English (Fluent), Spanish (Advanced), French (Intermediary)

THEMATIC EXPERTISE: Industrial Policies, Green Energy Transition

GEOGRAPHICAL EXPERTISE: Brazil

OVERVIEW

Joana is an interdisciplinary professional and current PhD researcher at the Institute of Development Studies (IDS). She holds an MA in Development Studies from IDS and a BSc in Industrial Engineering with a specialization in Economics from the Federal University of Rio de Janeiro, Brazil. For her PhD, Joana is focusing on the regulatory discussions and tax incentives employed in Brazil to foster the expansion of its small-scale solar photovoltaic (PVS) market. Her work is particularly concerned with the policy inclusivity and the timing of regulatory changes introduced in Brazil in 2022 that reduced previous incentives while the PVS energy market was still in its early stages relative to those of other countries.

During her master's, Joana conducted research to evaluate whether Brazil's market-oriented or developmentalist industrial policies supported more effective structural change over the past two decades. She found evidence suggesting that structural change significantly improved with sector-specific policies but faced challenges such as coordination issues, poor policy design, institutional capacity constraints, and unfavorable macroeconomic conditions. During her undergraduate studies, she worked on a solar energy project for a public school in the Rocinha favela in Rio de Janeiro, gaining insights from the community about their concerns regarding solar energy adoption. She also brings four years of professional experience managing energy distribution and overseeing projects at a newly established renewable energy firm in Brazil.

EDUCATION AND QUALIFICATIONS

2024 - Ongoing	PhD Development Studies University of Sussex – IDS, United Kingdom
2022 - 2023	MA Development Studies University of Sussex – IDS, United Kingdom
2014 - 2020	BSc Industrial Engineering Federal University of Rio de Janeiro – UFRJ, Brazil
2017	Exchange Program in Industrial Engineering Universidad Pontificia Comillas – Madrid, Spain

RECORD OF EMPLOYMENT

Jun 2024 – Aug 2024

Project Manager, University of Brighton, United Kingdom

Collaborated with the Apprenticeships Team and the Marketing Team in the University of Brighton to transform the University's business development strategy. Identified 20+ key customer touchpoints and developed three marketing flyers, an Apprenticeships Guide and 16 course-specific guides for programmes. Crafted operational manuals to outline the roles and responsibilities of employers, apprentices, and the university, structuring processes and facilitating team operations. Planned and executed a LinkedIn Campaign that reached 10,000+ people.

Apr 2024 – May 2024

Teaching Assistant, Saltdean Primary School, United Kingdom

Worked as a teaching assistant at the Saltdean Primary school in Brighton in support of five teachers, helping deliver courses to 100+ students. Assisted in addressing diverse student needs, including learning difficulties, and collaborated with experienced teachers to develop strategies for monitoring and supporting student progress. Formally mentored two students to support their educational development throughout my time at the school.

2018 – 2022

Energy Management Analyst, Gera Group, Brazil

Selected as the only participant for an internship rotation program in 2018, collaborating with company founders across project, commercial, and financial departments. Was put in charge of structuring our Energy Management Department, overseeing two hydro and one biogas plant. Developed and implemented a customer journey framework, which enhanced the average Net Promoter Score of Gera to 8. Designed and standardized reports detailing financial and environmental outcomes for clients and investors. Promoted to manage distributed generation projects and oversaw the energy optimization and allocation for 40 plants while leading a three person team. Recovered 6,000 MWh of energy that had been misallocated by the distribution companies, directly saving 1.2 MM BRL in costs for Gera.

Mar 2017 – Jun 2017

Intern, MundiPagg, Brazil

Successfully recovered 400k BRL in delinquent funds within four months, surpassing the company's annual target. Restructured the client data entry and non-payment tracking system, improving efficiency in monitoring payments. Contributed to the development and evaluation of key financial performance metrics.

2014 – 2016

Junior Project Manager, Fluxo Consultancy - UFRJ's Junior Enterprise, Brazil

Coordinated 2 project teams composed of five people for a layout study of a pet shop and an app development project. Served as an administrative and financial advisor, improving budget estimation accuracy and simplicity which directly reduced our average budget estimation time from 2 hours to 30 minutes. Raised 70k BRL in sponsorships from companies such as Ambev, Unilever, and Shell, at our Annual Banquet and set a registration record of over 3,000 students.