



**ADRIANA MACHADO (TARA)**

Adriana is a former CEO of GE Brazil, and founder of the Briyah Institute, a Benefit Corporation that bridges innovation, practice & purpose. She also serves as the Executive Director for the Brain Health Project (BHP), an initiative aimed at preventing Alzheimer’s Disease by promoting brain health and slowing cognitive decline. Adriana serves on the board of the United Nations Association (UNA-USA) Miami Chapter and America Solidaria US. She is a thought leader in the impact economy space.

Adriana is also a founding member of “Midas”, a networking group of women in government and institutional affairs. Adriana has worked with "Mujeres Del Pacifico”, an alliance that promotes women entrepreneurship and innovation in Latin America; the GE Women Network; and the Gay, Lesbian, Bisexual, Transgender & Ally Alliance (GLBTA). Her passion for innovation led her to become a leader at Brazil's National Confederation of Industry’s Business Mobilization for Innovation (MEI) and a partner of Granito Group, where she helped create the Impact Economy Foundation (IEF).