

# SEMINAR ANNOUNCEMENT



UNITED NATIONS  
UNIVERSITY

**UNU-EGOV**

Operating Unit on Policy-Driven  
Electronic Governance

## WHERE

UNU-EGOV, Rua de Vila Flor 166, 4800-445 Guimarães, Portugal

## WHEN

10 December 2019 | 10:00 – 11:00

## TITLE & ABSTRACT

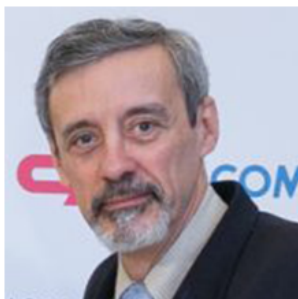
### Smart City 3.0: Achieving Success and Avoiding Failures

The seminar reflects on our experience as practitioners, deploying EGOV and Smart City Initiatives in Latin America, Europe, Asia, and Africa. Based on our learnings from these two disciplines, we propose to look at Smart Cities as an evolution of EGOV and point out and what it takes to implement a Smart City project. It traces the development and progression of Smart Cities, a formal conceptual framework for Smart Cities initiatives, the components of a Smart City technology platform and business models for projects. It also addresses the need of metrics for evaluating results.

## SPEAKER

### Lorenzo Madrid

President, Smart City Business Institute America (USA)



Lorenzo Madrid is the President of the Smart City Business Institute America, a Think Tank on Smart Cities and Government IT, promoting High Level Networking within the Industry and Government Agencies, as well as consulting services. As an expert with extensive international experience in the information technology field, Mr. Madrid has more than 35 years of experience in public and private sector work, including over ten years at Microsoft Corporation, having served as Worldwide Senior Director in three positions (Smart Cities & Transportation, Government Interoperability, and Technology). As part of his responsibilities, Mr. Madrid oversaw IT project development and implementation for Governments in over 50 countries. He earlier served as Microsoft's CTO for Latin America, and as Vice President for Public Sector for Brazil.

Madrid also served as Chief Information Officer (CIO) at the Secretary of Education of the State of São Paulo – Brazil, responsible for managing and implementing computerized management systems on behalf of 6 million students and 300,000 students. Previously, Mr. Madrid founded Princeton Systems, a Brazilian software development and distribution firm, serving national, provincial and city government clients through a network of international partners, providing diverse service offerings.

He is recognized by clients and academic institutions for his work in governance, public policy and ICTs to promote economic and social development; he was a member of the Advisory Board of the ICEGOV (International Congress of Electronic Governance), organized by the United Nations University. Mr. Madrid has also served as a lecturer at the Lee Kwan Yew School of Public Policies in Singapore, at the School of Business in Dubai, and at the FIA-Management Institute at the University of São Paulo. He has presented at numerous Smart City conferences including Andalusia Digital Week (Spain), Smart City Business (Brazil), the Samos Summit on ICT-enabled e-Governance (Greece), and Future Cities (Slovenia), among others.

Lorenzo Madrid received a Fellow nomination from the Centre of Technology in Government – State University of New York, and has published books and scholarly articles on Smart Cities, government IT interoperability, IT investing, and their critical linkages to economic and social development.

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