



## OCTÁVIO VIANA



Octavio Viana has a rich background of study and expertise in the financial sector, boasting more than 20 years of experience in banking, financial analysis, capital markets, and coaching. Member of the Financial Services User Group (FSUG), President of the Association of Technical Market Analysts (ATM), and his extensive experience as a consultant for companies, advising on issues such as strategic analysis, finance, and management, makes him an expert in management, M&A, companies' evaluation, and in the field of banking and capital markets regulations.

Octávio Viana published various articles about capital markets, namely “banning short selling is contributing to the market dysfunction”, “rating agencies”, among others. He also created applications to help the investors to calculate the fair value and risk of companies and countries (*i.e.* Discounted Cash Flow Model, WACC, Discounted Dividend Model, Altman Z-Score, Credit Default Swaps, Options, etc.).

He holds a Ph.D. in Management and Finance, with thesis in “Pairs Trading. Hedging with an Edge”. He has authored the book “Estudos no Mercado de Capitais” that was edited by ATM and sponsored by NYSE Euronext. The book was a significant contribution to non-professionals looking to the capital markets for investment as it broke down the concepts of analysis and evaluation necessary for making investment decisions in terms that were understandable and more applicable to the investor.

Now he is increasing his knowledge focus in European and stock market regulation by studying to obtain a degree in law.