



Luis F.P. Freitas

INDEPENDENT BOARD ADVISOR · ECONOMIST AND BUSINESS ADMINISTRATOR · SPEAKER AND INSTRUCTOR · AUTHOR

contato@luisfpfreitas.com.br · linkedin.com/in/luis-fp-freitas · luisfpfreitas.com.br

More than 30 years across corporate management, consulting and forensic economic analysis. Preferred entry point: audit, risk and finance committees, and the advisory boards of family-owned and mid-sized companies.

WHERE I CONTRIBUTE

Audit committee

A critical reading of financial statements and controls, with the habit of looking for what does not add up.

Risk committee

Stress scenarios, red flags and the questions that need asking before the decision, not after it.

Finance committee

Investments, capital allocation and feasibility, with assumptions tested before they become commitments.

Advisory board

Family-owned and mid-sized companies going through growth, succession or transformation, where governance and people must move together.

WHAT I BRING TO THE TABLE

Forensic rigor

Testing assumptions, spotting red flags and separating the numbers from the narrative in transactions, investments and agreements.

Reading financial statements

What the numbers say, what they leave out and what to ask whoever presents them.

Deciding under uncertainty

Biases, group dynamics and conflict treated as information rather than noise.

Governance and succession

Forums that separate family, ownership and management, and transitions planned before they become urgent.

Communication for decision-makers

Complex analysis turned into clear choices for board members and shareholders.

CAREER PATH

- CPFL (including feasibility analyses for power generation projects), Motorola, NEC, Alstom and Schahin
- Faculdade São Leopoldo Mandic, including its commercial and marketing fronts
- Think Ahead, founder (2006, active since 2012): strategy consulting and executive education
- Ribas Secco, partner (since 2016): forensic accounting and economic analysis

EDUCATION AND REGISTRATIONS

- Degrees in Business Administration and Economics
- Postgraduate specialization in Accounting and Financial Administration
- Postgraduate specialization in Well-being Science and Positive Psychology
- Economist registered with CORECON-SP and business administrator registered with CRA-SP

ALSO

- Author of a trilogy on decision-making, written in Portuguese and in final review
- Speaker and instructor on decision-making, governance and leadership, in Portuguese
- Author of Notas de um Conselheiro Independente, on Substack

In forensic work, independence is a working condition. I bring the same discipline to advisory boards and committees.