

## Na Mídia

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### Demarest hires former GC in new chief compliance officer role

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**As part of their 70th anniversary rebranding, Demarest Advogados in Brazil have appointed former Jones Lang LaSalle (JLL) legal and compliance director, Gustavo Biagioli. He tells LACCA about his plans to establish Demarest as a benchmark for all firms in Latin America, as well as the steps being taken in Brazil's battle to tackle corruption.**

With almost 20 years of experience working in-house, Gustavo Biagioli has decided to move to private practice after he was hired by Brazil's Demarest Advogados in São Paulo last month as the firm's new chief compliance officer (CCO) and legal director. As the head of the department, he is charged with overseeing all internal legal and compliance matters for the firm and will be reporting directly to the board of administration, which consists of over 50 Demarest partners. Part of Biagioli's new responsibilities will include overseeing all contracts for the firm, including contracting suppliers; drafting reports for external audits of clients; and overseeing the partnership network of corresponding law firms throughout the country. "Demarest represents hundreds of companies, so I'd say it's one of the most challenging places for a compliance officer to be," he says.

While it is still unusual for law firms to hire compliance officers to manage their internal affairs, Biagioli says his many years working in-house on compliance matters across a number of different industries means he is well positioned to support the firm in his new role. ““I believe that I have built a solid career and a good reputation in the market,” he says. Between 2014 and August last year, he worked as legal and compliance director for global investment management company Jones Lang LaSalle (JLL), after having spent nearly two years as legal director for marketing and advertising group, RR Donnelley. Between 2008 and 2012, he oversaw all legal matters for computer software company Software AG in Brazil and the Southern Cone. Prior to this, he worked for just over four years as a corporate attorney and contract relations manager at Hewlett-Packard. From 2001 to 2004, he worked as a legal manager at computer software company Pulso Tecnologia, after beginning his career as an associate at Tavolaro e Tavolaro Advogados in 1997. “The beauty of this position lies precisely in the fact that I am not making the classic move from an in-house counsel to a private practice attorney,” says Biagioli. “My new responsibilities will be similar to that of any CCO position in any other company, such as implementing and conducting a compliance programme, as I have done in other companies.”

In addition to his experience in-house in compliance roles, Biagioli has also worked on a number of external initiatives aimed at promoting more ethical business practices in Brazil. For the past year, he has served as the director of the Instituto Compliance Brasil, a network which aims to bring together local compliance professionals and company representatives to discuss and raise awareness of compliance matters and create a dialogue between the private and public sector. In light of his new position at Demarest, Biagioli says he will have to step down from this role, but he will continue to work closely with the institute. “I want to remain active there and help the Instituto to become a benchmark among the entities that disseminate compliance,” explains Biagioli. He also works with the Alliance for Integrity, a German non-governmental organisation that promotes integrity in small and medium-sized businesses. “I think this [Alliance for Integrity] really teaches that it does not take a big company or lots of money to implement an effective compliance programme,” he says. “We are living a time of strong advances in the awareness that compliance and integrity should be the foundation of any business and that Latin America’s standards should match those abroad. I believe there will be no setback in these advances, because the whole world is facing the same issues.”

Alongside his work with external organisations aimed at promoting compliance practices, Biagioli has also played a big role in the local in-house community over the years. He is one of the founders of Jurídico Sem Gravata, (Lawyers Without Ties), a networking group which brings together in-house counsel to discuss challenges and share best practices. The group, which was created in 2015, now has a network of over 600 members in Brazil and has also recently expanded to Argentina.

As Biagioli settles in to his new role over the coming months, he will be working on a number of projects including the implementation of a new compliance programme at the firm, as well as coordinating a new legal management course focused on innovation and another on digital compliance, which is particularly important this year due to the implementation of the Brazilian General Data Protection Law (LGPD). “I have some personal projects in the works too,” he says, “I am concluding my international data protection officer certification and, of course, continuing my work on the newly constituted Instituto Jurídico Sem Gravata.”

From a broader perspective, Biagioli says he is confident that Brazil’s compliance environment will continue to evolve in the right direction. Highlighting the recent election of President Jair Bolsonaro, he says the country has already seen encouraging signs of a strong commitment to tackling corruption, including Judge Sergio Moro's nomination as minister of justice, which also oversees the financial activities control council

(COAF). "I am optimistic," he says. "I think this will be a government that is very much watched by society in the context in which it was elected, and I already identify in it people with the willingness to strengthen compliance and fight the corruption that historically, has prevented the country from moving forward."