### Expert Opinion Letter (Confidential) Analysis of Positional Requirements for EB-1

**Author:** Sanjay S. Mehta, Ph.D.

Professor, Management, Marketing, and Information Systems Sam Houston State University, Huntsville, TX

## EDUCATION

* **Ph.D.** (May 1999), University of North Texas (UNT), Denton, TX Graduated with a Doctorate of Philosophy degree in Business Administration

Major: *Marketing; Minor: Management Science*

Completed coursework for a Doctorate of Philosophy degree in Business Administration Major: *Management Science; Minor: Research Methods*

* **M.S.** (December 1993), University of North Texas (UNT), Denton, TX Graduated with a Master of Science degree in Interdisciplinary Studies

Major: *Management Science; Minors: Economics and Education*

* **M.B.A.** (May 1989), Angelo State University (ASU), San Angelo, TX Graduated with a Master of Business Administration degree

Major: *Management; Minor: Information Systems*

* **B.S.** (May 1987), Angelo State University (ASU), San Angelo, TX Graduated with a Bachelor of Science degree

Major: *Mathematics; Minors: Computer Science, Physics, and Business Administration*

## USA ACADEMIC EXPERIENCE

### Sam Houston State University (SHSU), Huntsville, TX

Department of Management, Marketing, and Information Systems

*Professor (2008 – present), Associate Professor (2002-08) and Assistant Professor (1997-02).* Received tenure in 2002.

### University of Texas of the Permian Basin (UTPB), Odessa, TX

School of Business

*Lecturer* (1994-1997)

### University of North Texas (UNT), Denton, TX

Department of Marketing

*Teaching Fellow* (1992-1994) and *Teaching Assistant* (1991-1994) Department of Business Computer Information Systems

*Teaching Fellow* (1990-1992) and *Teaching Assistant* (1992-1994)

### University of Texas (UTSA), San Antonio, TX

Division of Mathematics, Computer Science, and Statistics

*Research Assistant* (1989-1990)

### Angelo State University (ASU), San Angelo, TX

Division of Adult and Continuing Education

*Instructor* (1988-1989) Mathematics Department

*Graduate Assistant* (1987-1989), *Math & Microcomputer Lab Assistant* (1984-1987)

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## INTERNATIONAL ACADEMIC EXPERIENCE

### Kazakhstan Institute of Management, Economic, & Strategic Research, Almaty, KZ

Taught courses to both undergraduate and graduate students

### La Universidad Iberoamericana, Puebla, MX

Taught classes to business students from both the USA and Mexico

## NATIONAL/INTERNATIONAL SEMINARS CONDUCTED

* Invited speaker at Apeejay University, **Sona, India** on “The Institutionalization of Academic Community Engagement (ACE): A Viable Pedagogy for Apeejay Satya University”
* Invited speaker at Faculty Colloquium Series at the Indian Institute of Technology, **New Delhi, India,** on “My Journey as an Entrepreneur in the USA”
* Invited speaker at Faculty Colloquium Series at Apajee Institute of Management, **New Delhi, India,** on “Academic Community Engagement (ACE): A Viable Pedagogy for Business Education.”
* Invited speaker at Faculty Research Seminar at Kendal College, **Chicago, IL,** on “Misuse and abuse of GIS Technologies”
* Invited speaker at Faculty Research Seminar at the Kazakhstan Institute of Management, Economic, and Strategic Research, **Almaty, Kazakhstan** on “Business Application of Geographic Information Systems”
* Invited speaker at Faculty Colloquium Series at the University of Southern Queensland,

**Toowoomba, Australia,** on “Application of Geographic Information Systems in Business”

* Conducted a two-day Executive Development Seminar at **Singapore** for the Marketing Institute of Singapore on “E-commerce and Internet Marketing”

## CONSULTING

* Proeats, LLC, DBA Taco Bell (2008-present), Owners Sanjay S. and Gurinderjit B. Mehta, Plan, Implement and Control the daily operations and strategic direction of a Chain of Taco Bell Restaurants in and around Orlando, FL.
* Mehta & Associated (2000-present), Owned by Sanjay S. Mehta, provides strategy development consulting services to small and medium enterprises.
* Kavanaugh & Associates (2010-19), Owner - Joseph Kavanaugh, assisted in analyzing an Organizational Environment Survey and the Denison Organizational Culture Survey for the City of Houston Building Services Employees. Assisted in analyzing the Denison Organizational Culture Survey for Bridgeway Software (a private organization that writes software for lawyer offices and DOL). Assisted in analyzing the Denison Organizational Culture Survey for Stress Engineering (a firm specializing in field services within the oil industry).
* Founding Board Member of the Montgomery Youth Soccer Club (2007-09), a non-profit organization in Montgomery, TX.
* Business Plan Development (1999-2000), IndiaConnection.Com, Chief Executive Officer: Sanjay

K. Khurana. This was an e-commerce business for Asian Indians around the world. The primary purpose was to seek seed money from venture capitalists.

* Image and customer satisfaction study (1996-97), Kent Kwik Convenience stores and AVIS Lube centers, Owner - Bill Kent.

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## ACADEMIC HONORS

* Sam Houston State University David Payne Excellence in Community Engagement Award (2016).
* Federation of Business Disciplines Outstanding Educators Award (2016), Association of Collegiate Marketing Educators Conference.
* Teaching Excellence Award (2015), Marketing Management Association.
* Outstanding Faculty Contributions to Service-Learning Instruction in Higher Education (2015), Gulf South Summit.
* Sam Houston State University Excellence in Research Award (2004).
* Listed in Who’s Who in Business Higher Education (2003)
* Allied Academics Distinguished Research Awards (2000) & (2002)
* Listed in Who's Who Among America’s Teachers (1998), (2002), (2004), and (2005)
* The Management Science Academic Excellence Award (1991)

## REVIEWER/EXAMINER

### Review Portfolio for Marketing Faculty seeking promotion to Full Professor at:

The University of Texas, Tyler, TX Texas State University, San Marcos, TX Lamar University, Beaumont, TX

### Examiner for Ph.D. dissertations at:

Central Queensland University, Rockhampton, Australia. Macquarie University, Sydney, Australia.

University of South Australia, Adelaide, Australia University of Mauritius, Réduit, Republic of Mauritius. The University of Newcastle, Callaghan, Australia.

University of Southern Queensland, Toowoomba, Australia.

### Reviewer for Academic Journals

Journal of Business Strategies

Journal of Business and Entrepreneurship

Journal of International Business and Entrepreneurship Development International Journal of Internet Marketing and Advertising

Journal of International Business Research International Journal of Electronic Business Journal of Business and Entrepreneurship Federation of Business Decisions Journal Journal of Developing Areas

Journal of Business Research

Journal of Global Business Advancements Journal of Asian Marketing

Journal of Retailing and Consumer Services Benchmarking: An International Journal

International Journal of Sports Marketing & Sponsorship Journal of Marketing Channels

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### United States Department of Homeland Security

Citizenship & Immigration Services August 1, 2024

### Re: Expert Opinion Letter for the Classification of EB-1

To Whom It May Concern:

I am pleased to support Diego Gomes Medrado dos Santos’s petition for permanent residency in the United States. He is an award-winning beauty industry professional who has risen to the top of his field and has sustained international acclaim. Given his tremendous contributions to the beauty sector, his immigration will substantially benefit the United States.

I certify under penalty of perjury that I have earned a Doctorate of Philosophy degree in Business Administration from The University of North Texas in Denton, TX. Additionally, I have a Master of Science degree in Interdisciplinary Studies from The University of North Texas in Denton, TX, a Master of Business Administration degree in Management from Angelo State University, San Angelo, TX, and a Bachelor of Science degree in Mathematics from Angelo State University, San Angelo, TX.

I am a progressive academic leader with a strong consulting background and significant experience in domestic and international higher education. According to Google Scholar, 100+ scholars have cited my research 1,500+ times. I have conducted numerous workshops/seminars, evaluated Ph.D. dissertations, reviewed articles for journals, organized conferences, and participated in study abroad programs. I have published fifty journal articles, five book chapters, three case studies, reviewed and contributed to twenty textbooks, and made 173 conference presentations.

At the university, I served as chair/member of the marketing curriculum committee, faculty search committee, college accreditation committee, engaged scholar committee, department tenure and promotion committee, and critical thinking committee. Additionally, I mentor and advise over a dozen students each semester.

As an evaluator, I review academic and experiential qualifications that form part of a candidate's evaluation report. I provide a detailed analysis of the educational background and occupational experience that a person has received, either inside or outside the United States.

The documents that I reviewed to confirm he is well-positioned to advance the proposed endeavor include the following:

* Diplomas/Academic Transcripts
* Memberships

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* Asked to judge the work of others, either individually or on a panel
* Published Materials
* Certificates
* Letter of Recommendation from:
  + Alexandre Rodrigo Vieira
  + Fernando Cordeiro Silva
  + Fabio Moreira Esteves
  + Diego Gil
  + Filipe Gomes Medrado dos Santos
  + Rodrigo Gonçalves dos Santos Cabral
  + Gustavo de Castro Failase

Through the abovementioned academic and professional experiences, I have developed an expert knowledge of analyzing, evaluating, and characterizing job duties, responsibilities, qualifications, and expertise.

I offer this letter as an independent expert, never having worked with Diego Gomes Medrado dos Santos. Recognizing his performance in the beauty industry, I render my highest opinion of his exceptional contributions, unique abilities, and the value he will have to the U.S.

### Sustained National or International Acclaim

Diego Gomes Medrado dos Santos’s record of accomplishment and success has proven that he has sustained national acclaim. He is an accomplished business management and digital marketing professional with a robust background in the beauty industry. He began his journey after completing a Beauty Salon Management course 2014, leading to practical knowledge acquisition in a renowned salon. This experience honed his entrepreneurial vision, culminating in a partnership with Barbearia do Zé, where he has been the managing partner since 2016. He has focused on operational management, logistics, purchasing, and project supervision, building a team that handles over 70 daily appointments. Strategic partnerships with renowned companies such as Bodytech and Tijuca Tênis Clube have elevated the barbershop's visibility, consolidating it as a benchmark in Rio de Janeiro. As an innovator, he developed the iMustache app in 2018, which allows scheduling barbering services at home, demonstrating his forward-thinking approach and excellence in the industry.

Diego Gomes Medrado dos Santos has achieved sustained national and international acclaim through his leadership, innovation, and strategic vision. Under his management, Barbearia do Zé has expanded to become the largest franchise in Rio de Janeiro and is recognized as a model of success in the beauty industry. His marketing strategies have attracted a high-profile clientele, including celebrities and business leaders, significantly elevating the barbershop's status. His innovative approach and strategic partnerships have led to significant community contributions, such as the "Live Vozes do Samba - 1st Edition" project

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during the COVID-19 pandemic, which raised substantial funds for vulnerable families. This project was attended by over 307,000 people globally, showcasing his impact and dedication to social responsibility.

Diego Gomes Medrado dos Santos's acclaim is further evidenced by his role as a judge and speaker at various prestigious events, including the International Scientific Championship and Congress for Barbers and Hairdressers. His contributions have been widely recognized, earning him the National Council of Beauty Professionals (CNPB) Gold Medal and other honors at beauty congresses, highlighting his excellence as a professional barber, entrepreneur, and speaker. His sustained national and international acclaim is supported by numerous recommendation letters from industry leaders, emphasizing his exceptional skills, innovative practices, and significant impact on the beauty industry.

This record of accomplishments is compelling evidence of Diego Gomes Medrado dos Santos's exceptional ability and leadership in his field. These accomplishments distinguish him among his peers, underscoring his qualifications for the EB-1 visa category. His contributions to the beauty industry, recognized through prestigious roles and endorsements, highlight his significant impact and excellence, reinforcing his status as a leading figure in the field.

After achieving significant success and recognition, Diego Gomes Medrado dos Santos continues to excel in his career to the present day. He continues his trailblazing career as a beauty industry professional, and his endeavor will continue to contribute positively to the nation’s beauty industry.

Hence, based on my expertise, I affirm that Diego Gomes Medrado dos Santos has consistently garnered national and international acclaim, with such recognition enduring to the present day at a level commensurate with his exceptional talent and professionalism.

### Substantial Benefit to the United States

Diego Gomes Medrado dos Santos plans to continue his trailblazing career in the United States, focusing on elevating the beauty industry through his exceptional skills and innovative approach. As a highly skilled barber and executive director, he will provide top-tier barbering services, including haircuts, shaves, beard grooming, and treatments. He will also offer personalized aesthetic services, ensuring each client receives a unique and tailored experience. His dedication to excellence and innovation is expected to set new standards in the industry.

He aims to implement specialized training and development programs for barbers, elevating beauty professionals' skill levels and ensuring high service standards. These programs will help meet the growing demand for skilled labor in the beauty industry, contributing to higher service quality and customer satisfaction. According to the U.S. Bureau of Labor Statistics (2024), employment of barbers, hairdressers, and cosmetologists is projected to grow 8 percent from 2022 to 2032, faster than the average for all occupations. Providing continuous professional development will ensure a steady pipeline of highly skilled professionals.

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The Beauty and Personal Care market, which reported a revenue of US $97.81 billion in 2023, is projected to have a Compound Annual Growth Rate (CAGR) of 2.43% (2023-2028). The largest segment within this market is Personal Care, accounting for a market volume of US $44.70 billion in 2023. The United States leads in revenue generation, totaling US $98 billion in 2023. Approximately 26.0% of the total revenue in the Beauty and Personal Care market is expected to be generated through online sales by 2023. Diego Gomes Medrado does Santos's innovative approach, including using technology like the iMustache app, which will enhance operational efficiency and customer convenience, reflecting the market's evolving landscape and shift towards online sales. This technology integration can revolutionize service delivery in the beauty industry, making it more accessible and user-friendly.

The potential benefits of his work extend beyond immediate service improvements. His work setting new benchmarks in service quality and customer satisfaction will likely inspire other industry professionals to adopt similar innovations, driving sector growth and advancement. His contributions will also create numerous job opportunities within the beauty and grooming sector, supporting local employment and economic development. Furthermore, his focus on professional development and training will help cultivate a more skilled and competitive workforce, essential for the sustained growth and success of the industry. His presence in the United States will positively impact the beauty sector, contributing to its advancement and setting new standards for excellence.

### Evidence of receipt of lesser nationally or internationally recognized prizes or awards for excellence

Diego Gomes Medrado dos Santos received the CNPB Gold Medal, awarded by the National Council of Beauty Professionals, for his exceptional contributions to the beauty industry. This prestigious award, presented at the Legislative Assembly of the State of São Paulo on August 15, 2022, honors his roles as a professional barber, entrepreneur, barbershop manager, event promoter, and speaker.

CNPB (Conselho et al.) is a prominent organization in Brazil dedicated to advancing the beauty industry through professional recognition, education, and certification. The CNPB operates under the guidelines of national education laws and standards, providing validation and recognition for beauty professionals who demonstrate exceptional skills and contributions to the field. The council organizes events, workshops, and certification programs to uplift the standards of beauty practices across Brazil.

Receiving awards from this council, such as the CNPB Gold Medal, highlights the excellence and leadership of beauty industry professionals. This recognition is a testament to their skills, dedication, and impact on the field, setting them apart as leaders and innovators among their peers.

Diego Gomes Medrado dos Santos’s excellence and leadership in the beauty industry are underscored by the acknowledgment of this award from a prominent professional organization. Receiving a nationally recognized prize provides robust evidence of his exceptional ability, distinguishing him from his peers.

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This award reinforces his qualifications for the EB-1 visa by highlighting his recognized excellence and significant contributions to his profession.

### Membership in associations in the field which demand outstanding achievement of their members

Diego Gomes Medrado dos Santos is a distinguished member of the CNPB, an esteemed organization in Brazil that recognizes excellence and outstanding achievements in the beauty industry. The CNPB operates under national education laws, providing validation and certification for beauty professionals with exceptional skills and contributions to their field. Membership in the CNPB is a testament to a professional’s expertise, leadership, and influence within the beauty industry.

His CNPB membership is highly significant, showcasing his exceptional abilities and professional recognition. It distinguishes him as an influential and innovative professional among his peers. The CNPB’s rigorous membership standards ensure recognition for those who significantly contribute to the beauty sector, underscoring Diego’s impact and excellence in his profession. His membership shows exceptional capability and commitment to advancing beauty industry standards.

### Evidence of published material about the petitioner in professional or major trade publications or other major media

Diego Gomes Medrado dos Santos has been featured in several prominent publications, highlighting his achievements and contributions to the beauty industry. One notable example is his feature in the official magazine of the CNPB, where his career trajectory and accomplishments were extensively covered. The article ***"The Brilliant Rise of Diego Gomes Medrado dos Santos"*** details his journey from a neighborhood barber to an entrepreneurial icon, his strategic decision to join the CNPB, and his role as a judge and speaker at beauty congresses.

Additionally, he received significant recognition in the form of the CNPB Gold Medal, awarded at the Legislative Assembly of São Paulo. This award was given for his excellence and contributions as a professional barber, entrepreneur, barbershop manager, event promoter, and speaker. **The event and his achievements were documented and publicized by the CNPB, further cementing his status as a leading figure in the beauty industry.**

These publications are essential because they formally recognize Diego Gomes Medrado dos Santos’s exceptional abilities and influence in the beauty sector. Being featured in major trade publications like CNPB magazine and receiving prestigious awards covered by these publications demonstrates his professional excellence and leadership. This media exposure validates his skills and contributions. It enhances his reputation among peers and within the industry, providing solid evidence of his outstanding achievements and qualifications for the EB-1 visa category.

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### Evidence that the applicant has been asked to judge the work of others, either individually or on a panel

Diego Gomes Medrado dos Santos has been asked to judge the work of others, notably at the International Scientific Championship and Congress for Barbers and Hairdressers organized by the CNPB. In this capacity, he evaluated the work of barbers and hairdressers, providing critical feedback and insights. The event, held online on April 17, 2020, recognized his expertise and leadership in the beauty industry, and the CNPB expressed deep gratitude for his significant contributions as a judge and speaker.

The significance of his role as a judge in such a prestigious event underscores his exceptional ability and reputation in the beauty field. Being selected to judge internationally demonstrates trust and recognition from peers and industry leaders. It highlights his critical vision and capacity to identify and nurture talent, proving his influential status and expertise. This responsibility is compelling evidence of his professional excellence and supports his qualifications for the EB-1 visa category by showcasing his leadership and impact within his field.

### Evidence of performance of a leading or critical role in distinguished organizations

Diego Gomes Medrado dos Santos has performed a leading or critical role in several distinguished organizations, particularly as a managing partner and operator at Barbearia do Zé. Under his management, Barbearia do Zé rapidly expanded to become the largest franchise in Rio de Janeiro, recognized as a model of success in the beauty industry. His leadership involved overseeing multiple aspects of operations, including logistics, purchasing, project supervision, and team training, resulting in the barbershop's rapid growth and prominence, establishing it as a benchmark in the beauty sector in Rio de Janeiro.

One of the critical roles he held was as a member of the Technical Board of Barbearia do Zé, where he was authorized to evaluate new professionals applying for barber positions. This position highlights his expertise and influence in maintaining the high standards of the barbershop. Additionally, he played a pivotal role in organizing and participating in significant events, such as the "Live Vozes do Samba - 1st Edition" project, which raised substantial funds for families in vulnerable situations during the COVID-19 pandemic. He successfully implemented strategic partnerships with renowned companies like Bodytech and Tijuca Tênis Clube, enhancing the barbershop's visibility and clientele.

Diego Gomes Medrado dos Santos’s roles in these organizations are significant because of his ability to drive growth, ensure operational excellence, and foster community engagement. His strategic vision and innovative marketing attracted a high-profile clientele, including celebrities and business leaders, significantly elevating the barbershop's status. His leadership and strategic innovations have contributed to Barbearia do Zé's success and have had a broader impact on the community and the beauty industry.

Furthermore, testimonials and documentary evidence demonstrate that Diego Gomes Medrado dos Santos has a record of notable success as a beauty industry professional of extraordinary ability. His achievements

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and leadership have been recognized in Brazil and internationally, underscoring his exceptional skills and contributions to the field.

Alexandre Rodrigo Vieira, President of the National Council of Beauty Professionals (CNPB), states:

*“Diego Gomes Medrado dos Santos's appointment as an honorary member of the CNPB was a decision taken with significant consideration and is a direct reflection of his vast knowledge, leadership skills, and significant impact on health and wellness. This invitation to the CNPB is reserved for individuals who demonstrate exceptional professional aptitude, have a clear vision for the future in professionalism, and can positively influence the community globally.*

*… His appointment recognized his invaluable contributions and confidence in his ability to guide our organization and its members towards new heights of success.”*

Fernando Cordeiro Silva, Owner of Studio FerCordeiro, states:

*“For three years, I was the technical coordinator at Barbearia do Zé, where I developed my skills in team management, professional relationships, and talent selection. I was responsible for hiring the company's best barbers and contributed significantly to the establishment's growth and recognition.*

*… Diego has always excelled in management, covering everything from day-to-day operations to networking, customer service, and marketing. The Barbearia do Zé Tijuca unit has always excelled in the network over the years, and Diego has played a crucial role in this success. He has consistently demonstrated his capacity for leadership and innovation, especially in projects that have significantly impacted the results and reputation of the companies he has worked for.*

*… In addition, he has launched several initiatives that have improved operational efficiency and customer satisfaction in his operations. His ability to identify and solve problems and his commitment to excellence has been crucial to optimizing internal processes and guaranteeing a high-quality customer experience.”*

Fabio Moreira Esteves, owner of BARBEIRO NÔMADE LTDA, states:

*“Diego proved to be a very competent manager. He was always willing to listen to me and create action plans to meet operational demands. He managed to organize the team efficiently, with my help whenever necessary. We always said that our Barbearia do Zé unit was the best in the chain, as was Rio de Janeiro. According to the barbers' earnings, compared to the average of the other units, the team at Barbearia do Zé, Tijuca unit, has always been the best paid.*

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*Diego is an exceptional salon manager whose talent and dedication have made Barbearia do Zé, the Tijuca unit, stand out. His operational management skills are evident in how he oversees daily operations, ensuring that services are provided with maximum efficiency and quality. He has a gift for managing staff, hiring, training, and motivating professionals so everyone works harmoniously and with high performance.*

*In customer service, Diego excels at ensuring total customer satisfaction and dealing with feedback and complaints professionally and constructively. He also implements loyalty programs and promotions that attract and retain loyal customers.*

*Financially, Diego keeps a tight rein on the salon's finances, precisely managing the budget, cash flow, and expenses. He sets ambitious sales targets and develops effective strategies, constantly monitoring profitability and identifying new revenue opportunities.*

*Diego is a master of marketing and promotion, constantly developing effective strategies to keep the barbershop in the spotlight. One of his main approaches has been to form partnerships with local businesses, such as large gyms, waxing spaces, the largest club in the region, colleges, and courses, expanding the network of influence and attracting new clients. In addition, Diego focused intensively on external events, including large parties, corporate events, social actions, and collaborations with celebrities and influencers, which significantly increased the barbershop's visibility and prestige.*

*Barbearia do Zé, the Tijuca unit, stood out mainly because of Diego's development and leadership. His ability to innovate, establish strategic partnerships, and maintain an efficient and motivating working environment has made the barbershop a benchmark in Rio de Janeiro.”*

Diego Gil, Founder and Owner of X1 COMPANY Strategic Marketing, works as a Professional and Management Development Coach specializing in Direct Marketing and High-Value Sales, states:

*“Diego demonstrated exceptional skills in managing the Méier store. He quickly mastered all business areas, from accounting and finance to stock management, customer service, training staff, and marketing. Under his leadership, the branch prospered and expanded, creating an additional stand in a local gym.*

*Diego, for his part, has been a successful entrepreneur in aesthetics. He founded a barbershop that has become a benchmark in the sector. His ability to identify market opportunities and implement innovative practices is remarkable. Diego manages his team efficiently, develops effective marketing strategies, and guarantees a high-quality standard in his services.*

Filipe Gomes Medrado dos Santos, Cultural Vice-President of G.R.E.S. Estácio de Sá, states:

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*“Mr. Diego is one of the partners of Barbearia do Zé, located at Rua Antônio Basílio, 95—Tijuca, Rio de Janeiro, and is responsible for the company's management and marketing. Under his leadership, the barbershop has become a vital support center for various cultural actions, focusing on benefiting the children of the Estácio de Sá neighborhood and surrounding areas.*

*One of Diego's strategies is to look for partnerships that increase brand awareness and expand the impact of his initiatives. He has an exceptional talent for identifying and cultivating strategic relationships with other organizations and companies inside and outside the beauty sector. These partnerships have been crucial to implementing programs that offer free personal care services to underprivileged communities, strengthening the social and cultural fabric of the neighborhood.*

*… Diego's experience in management and marketing has been a significant differentiator. He has developed and implemented innovative strategies that have increased the visibility and success of Barbearia do Zé and benefited the local community. His ability to lead teams, identify growth opportunities, and forge strategic partnerships is a testament to his ability to bring tangible improvements to any environment.*

*In addition, his expertise in management and leadership can offer invaluable benefits to companies and organizations in the United States. Diego has a unique talent for turning ideas into reality, optimizing operations, and inspiring teams to reach their full potential. His strategic vision and innovative approach are rare qualities that can contribute to the growth and development of any sector.”*

Rodrigo Gonçalves dos Santos Cabral, entrepreneur in the beauty business for over seven years Moreover, a partner of Sr. Oiego Medrado at Barbearia do Zé states:

*“Since we opened our barbershop in 2016, Diego has shown exceptional talent and a unique strategic vision. Before opening, he owned a food supplement company and had extensive experience in operations management.*

*… Diego emerged as a central figure in the exponential growth of our barbershop. Taking on multiple responsibilities, from leading the team of barbers to managing marketing and events, Diego has played a vital role in this success.*

*His inspirational leadership and exceptional local marketing skills drove our company's strategy.*

*… In addition to his local achievements, Diego is recognized nationally. He has been invited to participate in conferences and workshops, where he has shared his expertise in barbershop management and marketing in the beauty sector. His articles on marketing strategies for barbershops have been published in specialized magazines, reinforcing his position as a thought leader in the industry.*

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*Diego Gomes Medrado dos Santos demonstrates total competence and success in the beauty industry, from cutting hair to running a store. His determination to conduct successful projects and his strategic vision are invaluable to our company's continued growth.”*

Gustavo de Castro Failase, CEO of Failase Advogados, states:

*“Since 2016, I have been a client of Barbearia do Zé, located at Rua Antônio Basílio, 95 - Tijuca, Rio de Janeiro, and I have witnessed up close the leadership and innovation that Diego has brought to the business. Diego stood out as an exceptional professional committed to excellence in service and had an innovative vision that revolutionized the sector.*

*Under Diego's management, Barbearia do Zé expanded rapidly, becoming the largest franchise in Rio de Janeiro and a model of success for other companies in the sector. Diego's innovative marketing strategies attracted a high-profile clientele, including celebrities and business leaders, raising the barbershop's status to a national level.*

*I highly recommend Diego as a professional with extraordinary skills. His expertise in management, marketing, and innovation, as well as his commitment and dedication, make him an ideal candidate for the EB-1 visa. His presence in the United States will contribute significantly to the local economy and business community.”*

These testimonials collectively demonstrate Diego Gomes Medrado dos Santos's exceptional management, marketing, innovation, and leadership abilities within the beauty industry. This track record of achievements is compelling evidence of his exceptional ability and leadership in his field, distinguishing him among his peers and supporting his qualifications for the EB-1 visa category. His contributions, recognized through various prestigious roles and endorsements, underscore his significant impact and excellence in the industry**.**

## CONCLUSION

The comprehensive examination of Diego Gomes Medrado dos Santos's professional journey underscores a profound and exceptional aptitude within the beauty industry, unequivocally satisfying multiple criteria set forth by the United States Citizenship and Immigration Services (USCIS) for the classification as an Alien of Extraordinary Ability.

Diego Gomes Medrado dos Santos's extensive career in the beauty industry showcases his exceptional skills and innovative approach. As a managing partner at Barbearia do Zé, he has significantly contributed to the growth and success of the largest franchise in Rio de Janeiro. His strategic vision and marketing prowess have attracted a high-profile clientele, including celebrities and business leaders, elevating the barbershop's

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status. His implementation of advanced techniques and modern technology, such as developing the mustache app for scheduling home barbering services, highlights his ability to adapt to and influence market trends.

In addition to his managerial success, Diego Gomes Medrado dos Santos has been instrumental in fostering professional development within the beauty sector. Implementing specialized training and development programs, he has significantly enhanced the skills of numerous beauty professionals, ensured high service standards, and fostered a culture of excellence. This commitment to professional growth is essential in an industry expected to grow by 8 percent from 2022 to 2032, according to the U.S. Bureau of Labor Statistics (2024).

The beauty and personal care market, which reported a revenue of US$97.81 billion in 2023, is expected to have a Compound Annual Growth Rate (CAGR) of 2.43% (2023-2028). The largest segment within this market, personal care, accounted for a market volume of US$44.70 billion in 2023. Notably, the United States leads in revenue generation, with a total of US$98 billion in 2023, and 26% of this revenue is expected to come from online sales. Diego Gomes Medrado dos Santos's innovative use of technology, exemplified by his iMustache app, aligns perfectly with this market trend towards digitalization, enhancing operational efficiency and customer convenience.

His contributions extend beyond immediate service improvements. His work has set new benchmarks in service quality and customer satisfaction, inspiring other professionals in the industry to adopt similar innovations. This influence drives overall sector growth and advancement. Additionally, his presence in the

U.S. will create numerous job opportunities within the beauty and grooming sector, supporting local employment and economic development.

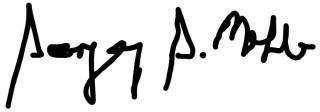
Diego Gomes Medrado dos Santos's sustained national and international acclaim is evident through his recognition by prestigious organizations and his role as a judge and speaker at various beauty events. His exceptional contributions and leadership in the beauty industry are compelling evidence of his extraordinary ability, making him a valuable asset to the United States.

For the above reasons, Diego Gomes Medrado dos Santos has demonstrated extraordinary ability and had a tremendous impact as a beauty industry professional of exceptional talent. His record of accomplishment and his significant contributions to the field establish him as a leader and innovator in the beauty sector. Therefore, I fully support his application for United States permanent resident status without reservation.

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Sincerely,



Sanjay S. Mehta, Ph.D.

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