

Yasodara Cordova

4701 Willard Ave, Chevy Chase, MD - United States

+1 857 265 4068

<https://www.linkedin.com/in/yasodara/> | Yasodara.cordova@gmail.com

Website: yaso.is

[Twitter](#), [Medium](#), [Github: @yaso](#)

I am a technologist working at the intersection of **product** and **public policy** at the World Bank Group, where I help teams to deliver innovation in citizen engagement, using technology. I am driven by curiosity and ethics; my work fuel is the willingness to deliver excellent products where **technology** is a central piece.

Languages

Portuguese-native | English-proficiency | French-basic reading & conversation | Spanish-basic reading & conversation

Skills

Basic coding skills | Git, Bash, | UX Design | Business Intelligence | Web Architecture | Mkt Strategy

Work Experience

WorldBank Group, Agile/civic tech - Fellow

July 2019 - present

- Advised with expert support the Mozambique's digital response to COVID-19
- Advised various central and country teams on how to create digital platforms for citizen participation.
- Advised Smart Cities and Civic Tech project development in Angola and Kazakhstan, focusing on products for data and public policies.
- Advised teams from Malaysia, Tanzania, Brazil, among others, on how to build and deploy technologies for citizen engagement, institutional data collection & dataset integration for Digital Government transformation.
- Co-led a team in the delivery of the Diagnostic on Digital Development (DE4A) in Angola, resulting in a report on public digital platforms for the country.
- With the GovTech, produced guidelines on financial systems management and technologies for data and fraud detection in the Public Sector.
- Worked on Public Policies for Artificial Intelligence implementation, including strategy and production of digital public platforms in developing countries.
- Delivered Agile methodologies and tools training for various Bank's teams and client teams.

digitalHKS, Belfer Center, Harvard University - Senior Fellow

July 2018 - June 2019

- In partnership with the New York Times, co-led a team of researchers to investigate YouTube's impact on Brazil's elections. Research results were featured in The New York Times and other press outlets, and one short-documentary.
- In partnership with Facebook, at the [Shorenstein Center](#), I developed a solution for automation of bulk messages on WhatsApp in the context of the [Comprova project](#), from the [First Draft News](#) organization.
- Trained journalists on the use of connected platforms developed to share information on the main issues affecting the Brazilian presidential campaign.
- Assisted the Center's Associate Director on grant writing.
- Lead research and publication on data and inequality.
- Organized the workshops "[Big Data, Meager returns](#)" (2018) and "[Data as Development](#)"(2019), both sponsored and hosted by the Kennedy School

digitalHKS, Belfer Center, Harvard University - Fellow

July 2017 - June 2018

- Published/Produced research on social media and bots, focusing on the potential effects of issuing service identities to robots on social media
- Conducted and evaluated research about Identity, citizenship, cloud communities, blockchain, and sovereignty of indigenous communities' digital identity systems in place in Brazil.
- Organized workshops about "Blockchain for Public Policies" in Brazil (2017)
- Spoke in several conferences including the 'International Dialogues on Technology, Regulation, and Public Policies', (Brazil 2017).

Berkman Klein Center for Internet and Society, Harvard University

Affiliate

August 2017 - June 2019

Fellow

September 2016 - August 2017

- Delivered documents and reports related to programs, conferences, and seminars.
- Conducted forecasting to determine possible changes and issues for the implementation of Digital Identity, Citizenship, and Democracy in Brazil.
- Collaborated with the center's professionals to advance research and gain a deeper understanding of topics surrounding privacy, digital identity, web architecture, and laws and regulations.
- Organized the workshop "[Algorithms, Law, and Society: Building Rights for a Digital Era](#)," 2016, at the Harvard Law School.

Avaaz - Technical Consultant for Encrypted Chat apps

April 2018 - August 2018

- Provided high-level technical expertise to projects in the area of encrypted chat apps and online disinformation for advocacy and policy-making processes
- Delivered in-depth cryptography training to the company's team, imparting knowledge of best practices for informing legislative processes

Serenata de Amor - Chief Executive Officer

September 2017 - August 2018

- Led a team that developed an Artificial Intelligence platform, using open data, focused on accountability of the Brazilian Congress. Managed the project to its growth, organizing the team in person and remotely.
- Determined the project's vision and strategic direction, also in support of fundraising, and coordinating resources to achieve the goals within optimal timeframes and limited (financial and human) resources.
- Managed partnerships and strategic business relationships, including negotiating contract terms and handling conflicts.
- Prepared organization for forecasted demand levels through effective operational planning.
- Orchestrated positive media coverage and stakeholder relations as the public face of the Serenata de Amor Operation, and presented the project at the Brazilian Congress, Harvard, and MIT.
- Coached and guided senior developers to improve effectiveness and feature delivery, resulting in higher performance levels.
- Negotiated the terms of sustainability for the project, including incorporation by the Open Knowledge Foundation.

World Wide Web Consortium, Brazil - Web Specialist, Project Manager

May 2013 - July 2016

- Led the development of standards for the web as the first Brazilian chairing a W3C Working Group, guiding the Working Group to the development of the [Data on the Web Best Practices standards](#)
- Contributed in the Web Payments Industry, Working Group, and the Linked Data Working Group
- Fostered the Brazilian participation at the W3C consortium advocating for the use of Open Web Standards, increasing the number of Latin American participants in 60%
- Delivered several talks, nationally and Internationally, about Web APIs, Semantic Web, Linked Data, Privacy, Web Payments, Data on the Web, and correlated issues.
- Organized several workshops, conferences, and events with business partners

- Managed multiple projects that aimed to innovate the use of the Web in Brazil
- Conducted the development and implementation of the consortium partnerships, as, the collaboration with the Brazilian Ministry of Justice, aiming at analyzing data from public participation to support platforms of direct law-making processes
- Led the process of translation for several standards and documentation, produced research related to the web, presenting in academic conferences, like the [ISWC2015](#) and the [2015 Open Data Research Symposium](#)

United Nations, Technical Consultant

Jan 2010 - May 2012

- Presidency of the Republic, Brazil
- Ministry of Justice, Brazil
- Ministry of Culture, Brazil

Brazilian Communication Company, Brazil Project Manager, UX lead Radiobras, Brazil - UX Designer

Aug 2008 - Jan 2010
Feb 2007 - Jan 2009

Advisory Board Positions

- [Affirmative Action for Algorithms - Women@TheTable](#) (2019 - present)
- Member of the Directors Board, [Cidadania Inteligente](#) (2019 - present)
- Calango Hackerspace (Founder, 2012. Advisor 2014-)

Teaching Experience

- Lecturer | *International School of Governance, CGI.br, Brasil* - 2014 - 2015.
- Guest Lecturer | *IDP Brazil Law Institute, Brasil* | *Internet Lab, Brazil* - 2009 - 2011.
- Substitute Professor | *Universidades Paulista (UNIP)* | *Federal University of Brasilia* - 2009 - 2011.

Education

- **Fundação Getulio Vargas, Brasilia** | MBA Strategic Marketing Management - Class of 2007
- **Universidade Federal de Brasília (UnB)** | Bachelor, Industrial Design - Class of 2005

Sample of Talk and Media Coverage

Source List Profile: [Yasodara Cordova](#)

2020: [Civic Tech, Tax, and Trust](#) | TicTec Online Conference

2019: Panelist, GPISA Forum "[Addressing Constraints to Social Accountability for Inclusion](#)"

2019 Panelist, Spring Meetings panelist "GovTech: Putting People First" ([video available](#))

2018: Emerging Technologies and Global Citizenship Workshop [Indigenous Cloud Communities](#)

2017: Digital HKS School Lunch Seminar Architecture for AI transparency: the Serenata de Amor Operation

Sample of Latest Publications

2019:

[Latin America Hopes Big Data Can Beat the Virus. But There Are Risks.](#) Americas Quarterly. Yasodara Cordova & Beatriz Botero

[Digital government in developing countries](#), Book Chapter. Yasodara Cordova & Tiago Peixoto.

[Rosie the Robot: Social accountability one tweet at a time.](#) World Bank Blogs, Yasodara Cordova & Eduardo Goncalves

Awards

2020: Fellow, [Portulans Institute](#)

2017: Frida Prize, [Internet, and Human Rights](#)

2012: "A Rede" Prize for Public Policies, [Collaboration Platforms](#)

2009 & 2008: Vladimir Herzog for Human Rights and Journalism, [Internet and Multimedia](#)

References available upon request