

Joao Rezende is a visionary global executive with more than 30 years of C-level leadership experience (CEO, COO, CFO) across the Americas, Europe, and Asia, making him exceptionally well suited to serve as CEO of the World Cancer Foundation. He has led organizations in logistics, manufacturing, technology, and renewable energy, generating over 50 million dollars in client revenue and driving a 330% sales increase in one year while integrating AI-driven solutions that cut operational costs by up to 40%. His track record includes leading large-scale projects such as a high-performance solar plant, managing operations with over 1,300 employees, and co-leading the “Brasil Rodando Limpo” program, which recycled more than 100 million tires and created thousands of jobs, demonstrating his ability to deliver complex, high-impact initiatives with strong ESG and social outcomes.

Beyond his corporate success, Joao embodies the values and human-centered leadership essential for a global health mission. He founded two philosophy schools (in Brazil and the USA) and a Boy Scout group in Brazil, reflecting a deep commitment to ethics, character formation, and youth development. Fluent in Portuguese, English, and Spanish, and holding an MBA in Artificial Intelligence for Business, he can bridge cultures, leverage advanced technology, and mobilize diverse stakeholders around a unifying purpose. This combination of global vision, operational excellence, innovation, and service-oriented leadership makes Joao Rezende a highly compelling choice to lead the World Cancer Foundation into its next phase of global impact.