

## JOHN RUMSEY CURRICULUM VITAE

### **CONTACTS**

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### **SUMMARY**

- Extensive experience in editing and writing on capital markets and asset management for top level US and British publications
- Leading clients include the *Financial Times* group and *Euromoney Institutional Investor*
- Produce commercial marketing and thought leadership material
- Write thought pieces for Wharton School (MBA ranking, #3 in *Financial Times* survey, 2012)
- More than six years' experience in Brazil with background in emerging markets
- Degrees: MA-level degree from University College London (ranked #7 globally, *QS Worldwide Rankings*) and BA from Bristol University (ranked in top 30 globally)
- Fluent in Portuguese with strong French and good Spanish

### **WORK EXPERIENCE**

#### **CURRENT São Paulo, 2006-Present**

##### **WRITER**

Analyzing and reporting on Brazilian financial markets for media; content marketers; and academia

##### **Media**

Writing for leading UK and US media on Brazil and Latin America

##### **Clients**

###### **Financial Times Group**

*The Banker; Brazil Confidential; Financial Times*

###### **Euromoney Institutional Investor PLC**

*Latin Finance; Project Finance; Absolute Return-Alpha; Institutional Investor*

##### **Other**

Occasional clients have included *The Economist*, *CNBC magazine*, *Financial News* and others

## **Content Marketing**

Producing eye-catching articles for content management companies. Working closely with clients to promote key ideas to a professional public to reinforce brand.

### **Clients**

Wall Street Journal

Commercial supplements

Raconteur Media

Client: *The Times of London* supplements

Wardour Group

Client: *Reporting* magazine - the award-winning Ernst & Young magazine.

Walpole

Writing on Brazil's luxury brands

### **Academia**

Developing and writing thought leadership pieces for Wharton using my own input and contributions from University professors and market professionals.

## **PREVIOUS**

### **WARREN INTERNATIONAL/CAMPDEN PARTNERS (Recruiters)**

**Consultant & Head of Research, London, 2001-2006**

Sourced and delivered candidates for senior financial positions

Researched and wrote client-commissioned books and reports on key industries

### **EUROMONEY INSTITUTIONAL INVESTOR PLC**

**Editor and Reporter, London and New York, 1994-2001**

Editor: *Emerging Markets, Emerging Markets Week, BondWeek*

Reporter: *Global Money Management*

### **INTERNATIONAL FINANCING REVIEW**

**Head of Research for *World Equity*, London, 1992-1994**

### **EUROMONEY**

**Reporter, London, 1991-2**

## **EDUCATION**

### **UNIVERSITY COLLEGE LONDON**

MA, Romance Languages and Literatures (Italian)

### **BRISTOL UNIVERSITY 1986-90**

BA hons 2:1, French and Italian

## **ADDITIONAL SKILLS**

### **LANGUAGES**

Portuguese (fluent); Spanish and French (very strong)