



RICARDO WAGNER

AI, Accessibility and Leadership
Former Copilot Product Director for the
Americas · Microsoft

I help leaders use AI without
outsourcing their thinking.

PARTNERSHIPS

StartSe · faculty
ESPM · board member
TI Exames · faculty · AI Governance
Manager

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BIO

Ricardo Wagner is one of the leading voices on Artificial Intelligence, Accessibility and Leadership in Latin America and Canada. He spent 25 years in technology at HP and Microsoft, where he helped bring Copilot for Microsoft 365 to the largest enterprise customers in the Americas. An economist by training, he lived abroad for more than 10 years and has worked in 47 countries. He is a partner at A Oficina da Mente and the author of *Nunca Foi Sobre Tecnologia* (It Was Never About Technology, Alta Books, 2026).

25 years

in technology, HP and Microsoft

30,000+

people at his talks in 2025

500

leaders and C-levels in workshops in
2025

47 countries

of experience · 10+ years abroad

WHAT I DELIVER

Keynotes	45 to 60 min, in person or online, in English or Portuguese. AI, human judgment and leadership.
Executive workshops	3 to 4 hours with leaders and C-levels: prioritized cases, hands-on work, written commitments.
Consulting	With A Oficina da Mente: diagnosis, prioritization, pilot, scale and AI governance.
Board advisory	Support for boards and C-levels on AI decisions: where to invest, what to govern, who is accountable.
Mentoring	1:1 engagements with executives and family-business CEOs.

INTERNATIONAL

10+ years living and working abroad, mostly in Canada, where he was Accessibility Lead at Microsoft. Experience in 47 countries, projects in seven African countries (MySkills4Afrika), and talks in English such as Walrus Talks (2019) and WSIB Ontario (2026).



Nunca Foi Sobre Tecnologia

It Was Never About Technology · Alta Books, 2026

An investigation into what we are normalizing when we let machines decide for us. One question: *when we delegate decisions to machines, who is really deciding?*

Ricardo Wagner is one of the leading names in Artificial Intelligence, Accessibility and Leadership in Latin America and Canada. With more than 30 years of professional experience, 25 of them in technology, he built his career at companies such as HP and Microsoft, where he launched global products, led large-scale adoption programs and was one of those responsible for bringing Copilot for Microsoft 365 to the largest enterprise customers in the Americas. In 2025, more than 30,000 people attended his live talks, 500 leaders and C-level executives took part in his workshops, and 25 executives, including 7 CEOs of family businesses, worked with him in 1:1 strategic engagements.

His work has reached organizations such as Bosch, Bayer, Nestlé, Ambev, Serasa, HPE, Claro, Epson, Baly, StartSe, GP Cargo, ABC Cargas, Qualicorp, iCapital and AMMAS. In consulting projects he has helped companies achieve sustainable growth with artificial intelligence and modern management practices, applying metrics such as the Rule of 40 to balance growth, efficiency and governance.

An economist by training and a technology executive by vocation, Ricardo built his career at the intersection of artificial intelligence, human-centered design and corporate leadership. Over more than two decades he led product launches, digital transformations and inclusion programs that reached millions of users in more than 30 countries, combining engineering, strategy and organizational culture.

Among his landmark projects are his leadership in the Microsoft Global Hackathon, where he created an AI solution for children with epilepsy, and his work with MySkills4Afrika, bringing technology, training and innovation to seven African countries. At Microsoft he was one of the architects of the global accessibility strategy, helping turn products and services into tools that expand autonomy, inclusion and human performance at scale.

With a degree in Economics, an MBA in Marketing, a specialization in Human-Centric Design and certifications in artificial intelligence, leadership and mentoring, Ricardo combines business vision, product engineering and a deep reading of human behavior, a rare combination in a world increasingly dominated by single-lens specialists.

He lived and worked abroad for more than 10 years, with experience in more than 47 countries, leading global initiatives that connect technology, social impact and economic growth. Today he works as a speaker, board advisor and strategic consultant, helping boards, C-levels and leaders navigate the deepest transition of the digital era: the one that redefines who decides, who is accountable, and how artificial intelligence becomes a competitive advantage without losing the human factor.

