

## JULIANA MACHADO FERREIRA

BIOLOGIST & EXECUTIVE DIRECTOR

Juliana Machado Ferreira uses her expertise as a geneticist to fight wildlife trafficking. From her early days in the laboratory, Ferreira has expanded her efforts into education and public policy. In other words, she translates the science of genetics into an appeal to cultural sensibilities, an opportunity for organizations everywhere. "With culture," she says, "we keep what is interesting, and we choose what to leave."



TAYLOR MICKAL

### About Juliana Machado Ferreira

Juliana M. Ferreira is a biologist and holds a MSc and a PhD in Biology (Genetics) from University of São Paulo. She has loved animals from as early as she can remember and is passionate about biodiversity conservation, wildlife forensics, and wildlife trafficking. Ferreira collaborated with the U.S. Fish and Wildlife Service's Forensics Laboratory from 2005 to 2013, first as a volunteer and then as a visiting scientist, and she developed her Ph.D. dissertation in collaboration with the laboratory. A TED Fellow 2009, TED Senior Fellow 2010-2012, Ferreira was also a 2014 National Geographic Emerging Explorer and received the 2016 WINGS Courage Award from the organization WINGS WorldQuest.

Ferreira currently acts as the Executive Director of the organization Freeland Brasil, the South American branch of Freeland Global. Freeland Brasil's local mission is to conserve biodiversity by combating wildlife trafficking, and the organization uses a comprehensive approach that combines support to counter wildlife trafficking law enforcement, education and awareness, and public policy.

***This presentation is available in English and Portuguese.***

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