



## FOR IMMEDIATE RELEASE

### **THUNDERBIRD LAUNCHES CERTIFICATE IN GLOBAL BUSINESS IN BRAZIL PARTNERS WITH INSTITUTE OF PERFORMANCE AND LEADERSHIP**

(GLENDALE, Ariz.) August 2, 2011 — Thunderbird School of Global Management has partnered with the Institute of Performance and Leadership to offer a [Certificate in Global Business Administration \(CGBA\) in São Paulo](#). The program, which begins August 19, 2011, is Thunderbird's first joint venture for open enrollment and will be taught by professors from both institutions.

"The future finally has arrived for Brazil," said Thunderbird Professor [Roy C. Nelson](#), Ph.D., academic director for the CGBA in São Paulo. "It is home to the seventh largest economy in the world, has a rapidly growing middle class, and in the next decade will become one of the world's largest oil producers. This program will give Brazilian executives the global mindset and international business skills they need to succeed in the world market."

The CGBA is composed of nine modules spread over seven months, held predominantly at the Institute for Performance Leadership's campus in São Paulo, with a four-day session at Thunderbird's home campus in Glendale. Key topics covered in the curriculum include Global Political Economy, Cross-Cultural Management, Global Negotiations and Internationalization Challenges.

"Brazil experiences a war for talent and will demand executives more prepared for international challenges," said Carlos Da Costa, CEO of iPL. "We think about the valuable chances in Brazil now and about the executives who intend to develop their capabilities to make global business."

Thunderbird has a long history working in Brazil. Professors and current students travel there for consulting work and field seminars, and it was home to a Thunderbird Executive MBA program from 2000-2004. Two of the school's largest alumni chapters in South America are in São Paulo and Rio de Janeiro.

Thunderbird is recognized as one of the world's top 10 providers of executive education by the *Financial Times* in their [2011 Executive Education ranking](#). The publication places Thunderbird No. 9 in the overall executive education ranking and No. 2 for Open Enrollment Programs. The school's Open Enrollment programs were further recognized as No. 1 for "international location," "preparation," "course design" and "teaching materials" - the only school in the survey with four No.1 rankings by category.

For more information on the Certificate in Global Business Administration joint degree program with the Institute of Performance and Leadership: <http://www.ipl.edu.com/cgba> (em Português) or <http://www.thunderbird.edu/cgba> (in English).

For more Thunderbird research from Brazil:

[\*\*Brazil's Biofuel Revolution: Power of Sugarcane\*\*](#)

[\*\*Brazil-China link to grow with Panama Canal expansion\*\*](#)

## Leading change with a global mindset at Johnson & Johnson in Brazil

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### ***About Thunderbird***

Thunderbird is the world's No. 1-ranked school of international business with more than 60 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird is sought out by graduate students, working professionals and companies worldwide seeking to gain the leadership skills they need to succeed in today's global economy. For more about Thunderbird, please visit: [www.thunderbird.edu](http://www.thunderbird.edu).

### ***Thunderbird's offerings***

Thunderbird offers a wide range of global management [graduate degrees](#) and [certificate programs](#) for full-time students, working professionals, distance learners and companies, including Full-time, Executive, Evening and Distance-learning MBAs, a Master of Science, a Master of Arts and a comprehensive suite of executive education programs. The school is also home of the [Thunderbird Knowledge Network](#), the school's hub of research and cutting-edge global business knowledge that includes six centers of excellence focused on [cultures and languages](#), [global mindset](#), [ethics and corporate citizenship](#), [global financial services](#), [global private equity](#) and [global entrepreneurship](#).