**Thais Gargantini Cardarelli**

5519996616962, [thais.c@kayma.com](mailto:thais.c@kayma.com)

LinkedIn: <https://www.linkedin.com/in/thaisgargantini/>

Instagram: [thaisgargantinic](http://thaisgargantinic/)

Education

Sep 2020 – Jan 2023

Reichman University, Master in Behavioral Economics

Mar 2016 – May 2017

Inova Business School, Neuromarketing

Thesis Title: Neuropitch – Education

Supervisor: Professor J Diogo

Oct 2012 – Dec 2012

Instituto de Ensino e Pesquisa – Insper, Branding: Strategic Brand Management

Jan 2005 – Feb 2009

Facamp – University of Campinas, BA Business

First Class (Distinction) 10%

Affiliations

Jul 2020 – Jan 2022

Researcher at the People in Government Lab at Oxford University

Nov 2020 – Dec 2021

Researcher at the Center for Advanced Hindsight at Duke University[[1]](#footnote-1)

Publication (Published)

Gargantini T., Daly M., Sherlock J., Lazebnik T. *Providing Safe Space for Honest Mistakes in the Public Sector Is the Most Important Predictor for Work Engagement after Strategic Clarity*. Sustainability. 2022; 14(12):7051. https://doi.org/10.3390/su14127051

Publications (In preparation)

Gargantini T., Trucios, C. *High levels of work engagement is associated with acting when faced with dishonest acts in the workplace*.

Gargantini T., Daly M., Sherlock J., Lazebnik T., Trucios C, *Experiments to increase Work Engagement in the Public Sector*.

Gargantini T., Francisco B., Rentel N., Jansen C., Trucios C., Santos R., Lazebnik T. *An Index to measure poverty in a multidimensional way*.

Grants

Funding (USD 40,000 / 298,000 DKK)

Project Title: Research Methodology

United Nations and Comptroller General Office – CGU, Brazil (<https://www.gov.br/cgu/pt-br>)

Funding (USD 30,000 / 220,000 DKK)

Project: Practical Guide to Increase Work Engagement in Public Sector

Published Paper: Providing Safe Space for Honest Mistakes in the Public Sector Is the Most Important Predictor for Work Engagement after Strategic Clarity

Lemann Foundation, Brazil (<https://fundacaolemann.org.br/en>)

Funding (USD 58,000 / 430,000 DKK)

Project: Implementing the Behavioral Economics Interventions to Increase Work Engagement in two Government Agencies in Brazil

Instituto Gesto, Brazil (<https://instituto-gesto.gupy.io/>)

Funding (EUR 15,000 / 111,000 DKK)

Project: Implementing the Behavioral Economics Interventions to Increase Work Engagement in the Government in Samoa, Pacific Islands

UNODC and Demos Helsinki, Finland (<https://demoshelsinki.fi/about-us/>)

Funding (USD 185,000 / 1,380,000 DKK)

Project: Creating an Index to measure poverty in a multidimensional way. Analyzing the impact of the solutions proposed by the NGO[[2]](#footnote-2)

Gerando Falcões, Brazil ([Brazilian Social Entrepreneur Edu Lyra Creates U.S. Operation To Advance Digital Slum Project (forbes.com)](https://www.forbes.com/sites/angelicamarideoliveira/2021/09/10/brazilian-social-entrepreneur-edu-lyra-creates-us-operation-to-advance-digital-slum-project/?sh=1c80f75e468e))

Employment History

Jun 2019 – Present

Brazilian Director at Kayma

<https://kayma.com/kayma-home-eng.html>

Kayma specializes in solving problems by shaping behavior. The company is headed by Professor Dan Ariely, researcher of Psychology and Behavioral Economics, alongside teams of research, technology, UI design and user experience.

Sep 2011 – Present

CEO, EXPO ENSINO

<https://www.expoensino.com.br/>

My entrepreneurial experience started in 2011. I created Expo Ensino, an organization that connects schools, families and students with universities and has already grown 600%.

Feb 2008 – Aug 2010

HR analyst, Elektro

Elektro Eletricidade e Serviços (Elektro) is among the largest power distributors in Brazil. Elect 7 times the best company to work for in the country.

I oversaw Leadership development and was responsible of Change Management and training of SAP implementation project.

Invited Seminars

Aug 2022 – Master Class at Fundação Dom Cabral (<https://www.fdc.org.br/en/>), Brazil

2.5 hours – Presenting the methodology to increase levels of work engagement in the public sector

Jun 2022 – Speaker at the Innovation Week of the Prosecution Office of The Federal Government, Brazil

2 hours – Using Behavioral Economics in public policy design

Nov 2021 – Speaker at Integrathon, Brazil

2 hours – What the Behavioral Economics tell us about dishonesty

Nov 2020 – Speaker at Innovation Week – Brasília

1 hour – How to use Behavioral Economics Interventions to motivate Honest Behavior of high school students

Nov 2020 – Speaker at Innovation Week – Brasília

1 hour – A pilot Randomized controlled trial to increase Financial Citizenship of low-income families

Nov 2020 – Speaker at Innovation Week – Brasília

1 hour – Increasing work engagement in the public sector

Nov 2020 – Speaker at Innovation Week – Brasília

1 hour – Main findings of the Teleworking survey for Federal Public Employees

Nov 2019 – Speaker at Innovation Week – Brasília

2 hours – Behavioral Economics and User Experience

Sep 2018 – Workshop CONACI – Brasília

8 hours – How to use Behavioral Economics Interventions to motivate Honest Behavior of public employees

Oct 2018 – Workshop CGBH – Belo Horizonte

8 hours – How to use Behavioral Economics Interventions to motivate Honest Behavior of public employees

Nov 2018 – Encounter for Integrity – Brasília

8 hours – How to use Behavioral Economics Interventions to motivate Honest Behavior of public employees

Skills

**Programing languages and survey software:** Qualtrics, R and Python

**Languages:** Portuguese (Native), English (C2), French (C1), Spanish (B1)

Press Coverage

[Nexo Jornal](https://www.nexojornal.com.br/ensaio/2022/O-que-estimula-o-engajamento-no-trabalho)

[Forbes](https://www.forbes.com/sites/angelicamarideoliveira/2021/09/10/brazilian-social-entrepreneur-edu-lyra-creates-us-operation-to-advance-digital-slum-project/?sh=1c80f75e468e)

1. The lab has a division specialized in financial decision making of low income families. My current relationship with them will allow me to run experiments partnering with their team of researchers. [↑](#footnote-ref-1)
2. This experience allows me not only to have access to Favelas (slum areas of extreme poverty) but also to know how to work with their leadership and population in an effective way [↑](#footnote-ref-2)