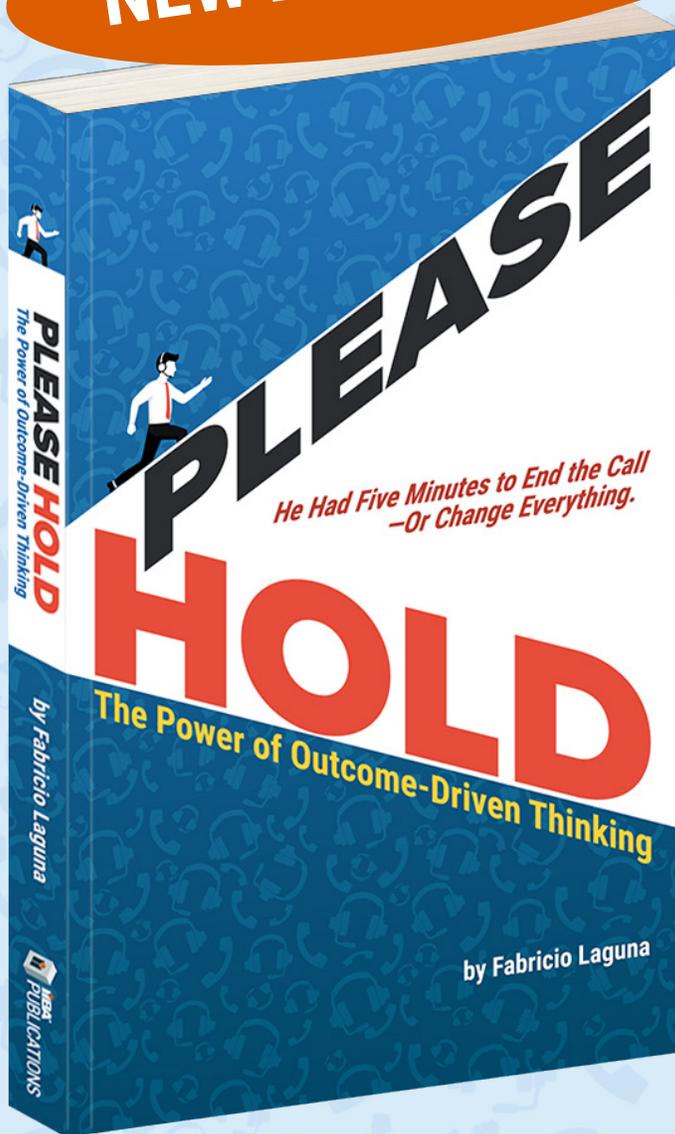


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# **PLEASE HOLD**

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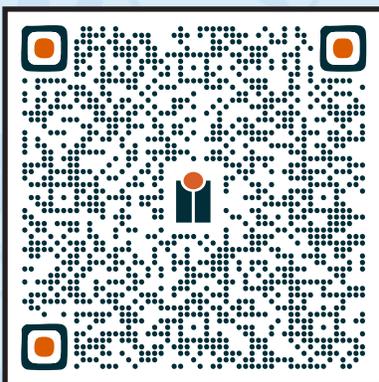
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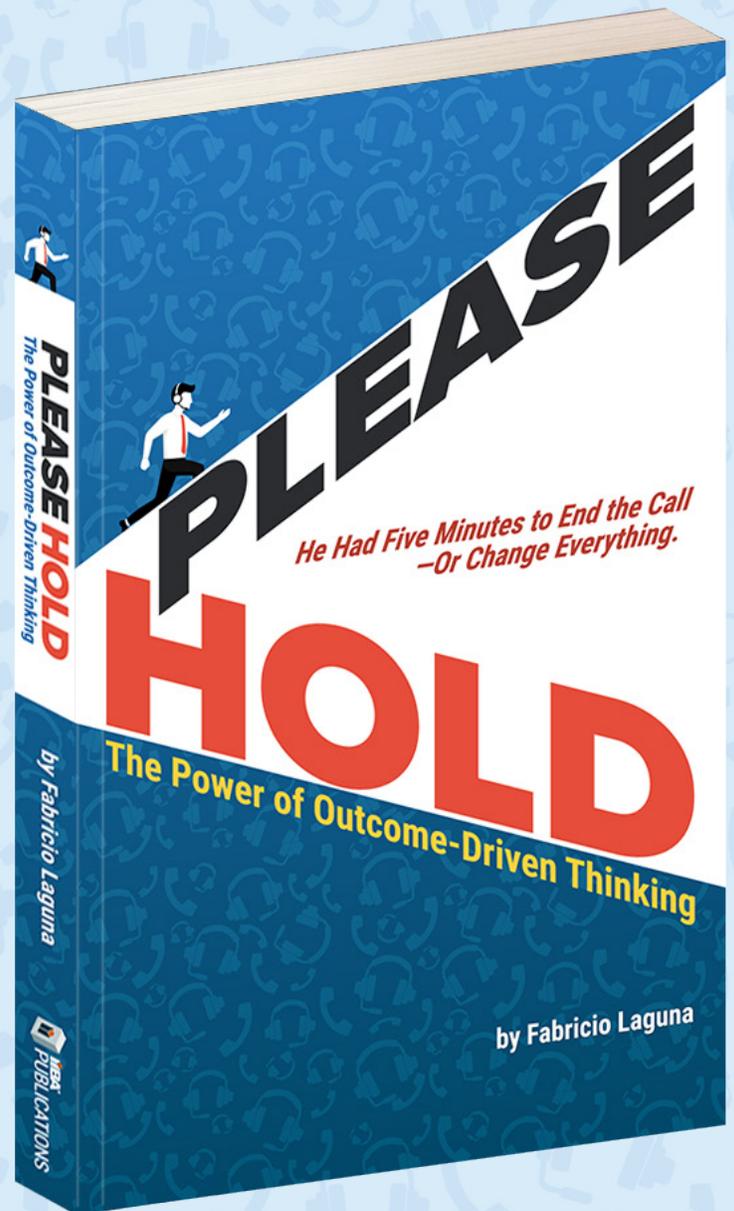


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## About the Author



### Fabrício Laguna

Fabrício Laguna, AKA the Brazilian BA, is a business consultant, teacher, professional speaker, Senior Advisor to the president and CEO of IIBA, and former IIBA Brazil Chapter president. He is the author and producer of videos, articles, classes, lectures, and playful content. Fabrício can explain complex things in a simple and easy-to-understand way. He has over 25 years of experience working in business analysis, methodology, solution development, systems analysis, project management, business architecture, and systems architecture.