

Global Finance Leaders: Brazilian Innovators in Law & Sustainability

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-- As Brazil prepares to launch a provisional carbon market authority ahead of COP30, the country is stepping into a decisive moment in global climate leadership. This new regulatory framework supports Brazil's vast carbon credit potential and signals a demand for experts who understand environmental regulation, green finance, and corporate transformation. Among the standout figures rising to meet this challenge are Sandra Aparecida de Oliveira Lima and Bell Ivanesciuc—two Brazilian leaders whose influence extends far beyond national borders. Their work embodies

"leadership without boundaries," merging innovation, corporate responsibility, and sustainable development in ways that are shaping the future of global markets.



Sandra Lima and Bell Ivanesciuc

Sandra Aparecida de Oliveira Lima: A Visionary in Sustainable Finance and Corporate Transformation

With over three decades of experience in corporate finance, strategic management, and international markets, Sandra Aparecida de Oliveira Lima is regarded as one of Brazil's most influential voices in sustainable finance and corporate governance. Her career spans major industrial groups such as Orsa and Jari, where she played integral roles in mergers, acquisitions, and large-scale restructuring projects—most notably the joint venture between Jari and International Paper.

Sandra has spearheaded numerous financial operations involving global institutions including Eximbank (USA), Coface (France), Hermes (Germany), as well as Brazilian development banks like BNDES and FINEP. Through these channels, she helped mobilize billions of dollars for industrial modernization, reforestation, and sustainable development across the Amazon. Her leadership

positioned companies such as Jari Celulose as early adopters of green innovation in Brazil's industrial sector.

Recognized for her expertise in ESG-driven management, Sandra implemented governance frameworks that produced meaningful social and environmental outcomes. These included subsidized credit lines for reforestation projects, child protection initiatives, and programs promoting social inclusion in partnership with Fundação Orsa and Fundação Jari. During challenging economic periods, her strategic restructuring efforts safeguarded thousands of jobs and kept essential industrial operations functioning.

Sandra is also an established thought leader. She authored *Leadership Strategies and Business Transformation*, along with several technical articles on finance, governance, and sustainability. Her contributions earned her the Black Belt Business Award (2023) and a Doctor Honoris Causa (2025) in Strategic Management, Financial Innovation, and Sustainability.

Currently pursuing a Master of Science in Business Management at Saint Francis College in New York, she continues to expand her expertise, building bridges between Brazilian and U.S. business models. As a Certified Member of IBEF and a judge for the Black Belt Business Award, Sandra stands as a global symbol of ethical leadership and corporate innovation.

Bell Ivanesciuc: Legal Excellence at the Intersection of Corporate Strategy and Environmental Responsibility

With more than 22 years of experience, Brazilian attorney Bell Ivanesciuc has built an impressive career across international, tax, and environmental law. Her executive leadership includes roles as statutory director for Gearbulk/Canopus and Narooma Group, where she oversaw strategic operations and compliance.

Bell's contributions to the Jari/Orsa Group were particularly transformative. She led major corporate restructuring initiatives, negotiated high-value contracts, and crafted complex tax strategies that resulted in multimillion-dollar financial gains. One of her most significant achievements was pioneering the legal recognition of forest-based input credits to reduce the PIS/COFINS tax base—a breakthrough that benefitted both corporations and public revenue systems.

As managing partner of Ivanesciuc Advogados Associados, she continues to deliver outstanding results across corporate restructuring, strategic planning, and M&A. Under her legal guidance, companies like Nova Auxiliar achieved substantial financial recovery and renewed competitiveness.

Bell is also a leading expert in environmental certifications, including FSC, PEFC/CERFLOR, ISO 14001, and carbon credit projects under VCS and Gold Standard. At Jari Celulose, she developed legal strategies that enabled the FSC certification of more than 545,000 hectares, earning recognition from organizations such as WWF and Greenpeace. Her work also secured R\$120 million in tax recovery and generated R\$415 million through various corporate reorganizations.

Now based in the United States, Bell is expanding her understanding of international sustainability frameworks to bridge Brazilian and American legal systems. Beyond her corporate achievements, she is committed to social causes, particularly initiatives supporting neonatal health and child protection—demonstrating a holistic view of leadership that connects economic, environmental, and human well-being.

Redefining Global Standards in Finance, Law, and Sustainability

Together, Sandra and Bell represent a new era of Brazilian leadership—one that integrates sustainable development with the realities of international finance and law. Their work is especially significant as Brazil prepares to activate its new carbon market authority, opening pathways to billions in climate-related investment.

Their contributions directly address global gaps in environmental finance and corporate sustainability at a time when ESG investments are expected to exceed \$50 trillion by 2025. Sandra's innovative approaches to financial restructuring and project funding complement Bell's expertise in legal systems, environmental compliance, and tax-efficient sustainability strategies. Their combined influence helps shape a global framework where economic performance and environmental responsibility are mutually reinforcing.

As climate risks intensify and regulatory systems evolve, their initiatives demonstrate how Brazil's resources, creativity, and leadership can set new global standards. From Amazon reforestation projects to sustainable debt financing and advanced carbon credit initiatives, their work provides a blueprint for governments, investors, and corporations navigating complex environmental and financial landscapes.

Conclusion

Sandra Aparecida de Oliveira Lima and Bell Ivanesciuc show that true leadership has no borders. By merging finance, law, corporate strategy, and sustainability, they are helping to redefine the global market while advancing a more equitable and environmentally conscious future. As Brazil rises as a leader in climate finance and prepares for its significant role at COP30, the insights and innovations of these two pioneers will be indispensable for shaping the next generation of global policy, investment, and corporate responsibility.

Daniel Turner

[email us here](#)

Press Release

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