



Jose Carlos Hauer Santos Jr. President, STB Brazil

Jose Carlos Hauer Santos Jr. started his professional life at the age of 16, at his family-owned engineering company. At the age of 20, he founded his first company, a travel agency dedicated to serving business travellers. In 1986, he bought 'Student Travel Bureau' (STB), then a modest travel company dedicated to international youth and student travellers.

During the past 33 years, Jose Carlos has turned STB into a flourishing global travel business, growing the company from a single office with 7 staff to one of the world's largest educational travel companies, employing more than 1000 full-time staff in 75 different locations.

Outside Brazil, STB owns and operates travel companies in Australia and New Zealand. In the USA, STB enjoys a thriving joint venture with market leader Berlitz. STB also owns a major wholesale company 4Agents targeting distribution of part of its portfolio to travel agencies around Brazil, reaching almost 2.000 companies.

In 2014, STB has created an innovative education content base platform called G.A.T.E. - Global Access Through Education, involving educators, parents, students and professionals in an annual event that brought over 95 international educational institutions, 30 lectures and workshops with experts in education, exceeding 16.000 participants in Brazil.

Mr Hauer Santos Jr. has served on the Boards of numerous student travel associations, among them, FIYTO - Federation of International Youth Travel Organizations, ISIC - International Student Identity Card Association, Wise Travel Confederation and ISTC - International Student Travel Confederation.

He is an experienced strategic planner and business developer, eager to share his global vision and entrepreneurial skills with others.