



Rafael M. Araujo*

Business Department Operations Director

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Rafael Araujo is a legal and business operations executive with more than 15 years of international experience managing strategic and functional aspects of law firms.

An accomplished operations and human resources executive, Mr. Araujo incorporates international experience, a global mindset, and success in building high-performance teams to drive strategy for the Firm's Business Department. He is skilled in developing process improvements and delivering innovative, profitable, and sustainable results through people.

Mr. Araujo develops strategies for growth, alternative pricing, profitability, and the business of law within the Firm's Business Department. He identifies and implements new systems and processes to reduce costs, improve efficiency, and drive revenue growth.

Prior to joining Baker Donelson, Mr. Araujo was the chief operations officer of a California workers' compensation defense firm. He also served for over a decade as the director of human resources (Brazil, Mexico) and the director of administration in Brazil and the United States of an AmLaw 50 firm.

Mr. Araujo has a Yellow Belt Certification in Legal Lean Six Sigma and Project Management and is a Senior Certified Professional with the Society for Human Resources Management (SHRM). He speaks Portuguese, Spanish, and English.

Professional Honors & Activities

- Legal Lean Sigma Institute – Yellow Belt in Project Management (2019)
- SHRM Senior Certified Professional – SHRM-SCP (2017)
- Founding Member – Houston Private Directors Association
- Member – Advisory Board for the Customer Experience Program, University of Houston, C.T. Bauer College of Business
- Voluntary Consultant – Stanford Seed, a Stanford Graduate School of Business (led program to end the cycle of global poverty)

Education

- The George Washington University, Master of Professional Studies (M.P.S.) in Law Firm Management, 2020
- Harvard Business School, Executive Education Program, Leading Professional Services Firms, 2014
- COPPEAD Graduate School of Business, M.B.A., 2011
- Rio de Janeiro State University, B.A., 2004

** Baker Donelson professional not admitted to the practice of law.*