



CONTACTS



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ACADEMIC QUALIFICATIONS

Postgraduate Diploma in Image, Protocol and Event Management
(European University)

Master's Degree in International Relations (curricular part)
(Technical University of Lisbon -ISCSP)

Degree in International Relations
(Technical University of Lisbon -ISCSP)

SKILLS

- . Entrepreneurial Spirit
- . Proactivity with a focus on results
- . Negotiation skills
- . Experience in an international environment
- . Resilience and team spirit
- . Ability to communicate and influence

LANGUAGES

English: Excellent

Spanish: Fluent

French: Basic

ANA PORTUGAL

Corporate Events, Social Responsibility and Sustainability

PROFILE

Professional career developed in the areas of **Corporate Events**, Social Responsibility and Sustainability, with 21 years' experience in the retail business.
Building the entire **Social Responsibility** and **Sustainability** strategy from scratch within the company and representing it externally.
Organizing and managing corporate events. Negotiating sponsorship and support for the company's projects. Promoting and involving employees, clients, suppliers, franchisees and stakeholders in these areas. Implementing good practices in responsible and sustainable management, in the economic, social, environmental and ethical dimensions.
Experience as a teacher/trainer in a university and business environment.

PROFISSIONAL CAREER

Essilor Luxottica

2002 – 2023

Head of Corporate Social Responsibility, Corporate Events and Sustainability
(Reporting directly to the CEO)

Responsibilities:

- Creation and implementation of a Social Responsibility and Sustainability strategy with an impact on the company's DNA and image
- Organization, management and supervision of all national projects and international reporting in the areas of Social Responsibility and Sustainability
- Responsible for organizing all the company's corporate events (from all areas)
- Involving the company's brands, employees, franchisees, customers and stakeholders in the themes of Social Responsibility and Sustainability, promoting everyone's engagement in this double reality
- Creating, implementing and developing projects related to these areas and evaluating their results
- Sponsorship and partnership negotiation
- Promoting Environmental, Social and Governance (ESG) projects and focusing on the 17 United Nations Sustainable Development Goals
- Representing the company in forums, workshops, webinars and other events (Public Relations)

Main Projets:

- Promotion of the brand's image and recognition among customers and other target audiences
- Organization of corporate events for target audiences with different profiles
- Organization of over a hundred Social Responsibility events with Foundations, Associations and NGOs
- Organization of and participation in Humanitarian Missions in Africa
- Impact on the company's business with significant savings (measuring and reducing the ecological footprint and promoting a circular economy)
- Interaction between the various players in the events sector and the University
- Teacher/Trainer of Sponsorship Negotiation, Brands and Clients, Solidarity Events and Sustainability

European University

2019 – 2023

University Teacher (Post-Graduation in Image, Protocol and Events Management)

Responsibilities:

- Interaction between various players and the university regarding events
- Lecturer on Sponsorship Negotiation, Brands and Clients, Solidarity Events and Sustainability Events
- Jury participation in post-graduation courses
- Pedagogical projects evaluation

"Lusíada" University Lisbon

1997 – 2006

University Teacher (Degree in Human Resources Management)

Responsibilities:

- Teaching: Communication and Information, Social Sciences and Recruitment
- Frequency correction and exams monitoring
- Participation in workshops and forums on the subjects involved

IT KNOWLEDGE

MS OFFICE: efficient user

SAP: basic user

DISTINCTIONS

Corporate Social Responsibility Award from "Human Resources" magazine

Tribute from the Republic President regarding my participation in a Humanitarian Mission in Mozambique in 2019

Winner of a Master's Degree Scholarship

Winner of a Scholarship to study in Spain awarded by the Spanish Embassy in Portugal (language improvement)

CERTIFICATION

Pedagogical Competences Certification

PROFISSIONAL CARRER (Cont.)

Eurocongressos

2000 – 2002

Events Manager

Responsibilities:

- Organization and planning of events - international congresses, trade fairs and corporate events
- Selection of target audience - Welcoming all event participants
- Hiring suppliers in different areas (transportation, accommodation, audiovisuals, communication, catering, entertainment and speakers)
- Engaging with the customer, the venues and the participants
- Working on and aligning the theme of the event with all the realities inherent to it
- Accompanying all the phases of organizing, designing and debriefing the event
- Working on the event's sustainability and social responsibility issues

Lusocongressos

1999 – 2000

Events Manager

Responsibilities:

- Events organization and planning - international congresses, trade fairs and corporate events
- Integrated vision of the entire event- Negotiating sponsorships
- Creating benefits through sustainable events
- Analysis categories, event phases and guidelines
- Negotiating and contracting all suppliers for the event
- Event marketing and image- Measuring the impact of the event

PUBLICATIONS

2022 - "*People Management in Leisure, Tourism and Events*" - Editora de Ideias - Co-author

2021 - "*Managing Companies with People on Board*" - Editora de Ideias - Co-author

ADITIONAL INFORMATION

- Experience in projects with Foundations, Associations and NGOs:
 - Ronald MC Donald Foundation (health care for children)
 - Cáritas Portuguesa (needy people)
 - Jorge Pina Association (paralytic sports- disable people)
 - HELPO NGO (children in need - Missions in África)
 - "One Sight" Foundation Essilor Luxottica (prescription glasses – "See more, be more")
 - "Somos Nós" Association (disable people)
 - Aboim Ascensão Refuge (children in need)
 - Among many others...