



SECTOR - MARKETING / BRANDING / IMAGE INTEGRATED CONCEPTS
REGION - PORTO

NOMINATION AS AN AMBASSADOR – Even tough being member of a larger group based in Madrid and Lisbon, I have decided to create and develop a new department on the northern region of the country, in order to enlarge the client’s portfolio and have more proximity to them.

This was and still is, a real challenge, as all the main decisions and projects most of the times are taken in the capital, and this operation needs real focus, persistence, and character – being a woman, allows me to have the extra needed sensibility to take this venture to the next step.