

# Maria de Lurdes Fonseca

Team Lead and Manager, Data Scientist and Analyst, Senior Project Manager, Professor, Researcher, PhD  
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Exceptionally educated and highly skilled professional with a long and proven background of success in business consultancy, market analysis, business intelligence, marketing research, project management, higher education, and scientific research. Capable of engaging at a high level inside major corporations, partnering with Board leadership to accomplish organizational goals. Talented data scientist and data analyst with the ability to collect primary and secondary data and to extract valuable insights from data that informs decision making and guides strategic initiatives. A lifelong learner who continues to seek out new challenges and build new skills. Fluent in English with good levels of competency in Italian, French, and Spanish. Holder of several certifications and skilled in Machine Learning models, Artificial Intelligence methodology, and Big Data.

## EXPERIENCE

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### **OLX Group/ Naspers, Prosus**

**Aug 2022 – Present**

Senior Customer Experience Data Analyst

- Quantitative CX Research for the European group brands.
- Data Science models and project leadership.
- Business Intelligence Analysis and dashboard development.

### **Faculty of Social and Political Sciences, University of Lisbon (ISCSP-UL)**

**Sep 2000 – Present**

Assistant Professor

Lisbon, Portugal

- Lecturer of Quantitative and Qualitative Methods, Sociology, Sociology of Science, Knowledge and Technology, Economic Sociology, Web Marketing and Design, Marketing Strategy, Psychology and General Management.
- Tutor and jury of dozens of undergraduate, master's, and doctoral thesis at a national and international level.
- 9000+ national and international students in 20+ courses from 10+ degrees.
- Have been in the top 5% of best-evaluated lecturers for 20 years.
- Founded and coordinated for 8 years the Marketing Creativity and Applied Sociology Laboratories.

### **Nexllence, Glintt/ HMR – Health Market Research**

**Dec 2021 – Aug 2022**

Team Leader Analytics/ Offer Development Manager

Sintra, Portugal

- Project Management and Product Development for the Healthcare/Pharma sector.
- Functional Analysis for Software Development.
- Corrective and Evolutive Software Development (Management and Testing including A/B and A/A).
- Data Products and Data Platforms Debugging and Correction.
- Business Intelligence Management and Development (QlikView and Thoughtspot).
- Liaison and manager for international and national partners and service providers.
- Intervention in 3 healthcare/ pharma markets: Portugal, Spain, and Ireland.
- Analytics for 400+ single clients, mostly pharma multinational companies.
- DevOps, Agile framework (Scrum)/ Product Owner, Atlassian (Jira, Confluence).

### **Nova Scotia Government/ Nova Scotia Offshore Energy Research Association (OERA)**

**Jun 2020 – May 2022**

External Consultant/ Data Scientist/ Project Manager

Nova Scotia, Canada

- Interuniversity and private consultancy joint venture with 5 partners: USA, Canada, UK, Portugal.
- Application of Machine Learning methods to Paleobiogeography/ Micropaleontology.
- Big Data computation with applied purposes to the oil and gas industry.
- Web design of a website for data exploration and analysis.
- Power BI, MySQL, MapReduce, Spark, Python, SPSS Modeler.

- Hi-Tech Plus** **May 2020 – Dec 2020**  
 Data Analyst London, United Kingdom
- Global Consultancy in Business Intelligence, Analytics and Marketing Research.
  - Digital Marketing, Power BI, Tableau, MySQL, SQL complex querying, advanced Excel, Python.
- Institute Dom Luiz, Faculty of Sciences, University of Lisbon (IDL-FCUL)** **Sep 2018 – Mar 2021**  
 Postdoctoral Researcher Lisbon, Portugal
- Project manager and researcher in key research projects.
  - Data mining, modeling, and big data using geospatial databases.
  - Introduced DM/ML/AI methods into Micropaleontology projects, setting new standards/ methodologies.
- University of Lisbon's Algotheca, Faculty of Sciences (FCUL-UL)** **Jan 2016 – Mar 2016**  
 Intern Lisbon, Portugal
- Environmental conditions assessment and control.
  - Microalgae culture maintenance and technical evaluation.
  - Supported an R&D multi-institutional project by studying and testing candidate microalgae species for use in bioreactors.
- Centre for Nannoplankton Research, Faculty of Sciences (FCUL-UL)** **Sep 2015 – Dez 2015**  
 Intern Lisbon, Portugal
- Sample evaluation and characterization. Slide preparation.
  - Observation, description, and documentation at the petrographic microscope of nannoplankton associations.
  - Devised and implemented a program designed to retest and re-evaluate lab proceedings and safety measures. New standards and guidelines were issued. 74% of the evaluated proceedings were improved.
- Centre for Administration and Public Policies, University of Lisbon (ISCSP-UL)** **Jan 2006 – Present**  
 Integrated Researcher Lisbon, Portugal
- Project design, implementation, and coordination. Project manager in national and international projects.
  - Director of the Research Line on Labour Market and Employment Policies (State financed) for 3 years.
- Portuguese Government/ Ministry of Defence (DGPRM)** **Jan 2011 – Dec 2015**  
 Consultant Lisbon, Portugal
- Development of research on the integration of ex-military personnel into the labour market.
  - Planning, management, execution of research projects.
  - Quantitative and qualitative data analysis: SPSS, NVivo, R.
- Centre for Sociological Studies, University of Lisbon (ISCSP-UL)** **Jan 2007 – Nov 2015**  
 Project Coordinator and Integrated Researcher Lisbon, Portugal
- Project design, implementation, and management. Senior Project Manager. Commercial support. Consultancy. Some Clients: Grünenthal, Roche, MDN.
  - Secured financing of over two-hundred thousand euros in the public and private sectors.
- Institute of Labour and Corporate Sciences, University Institute of Lisbon (ISCTE)** **Sep 2005 – Mar 2012**  
 Invited Professor Lisbon, Portugal
- Marketing Research Lecturer, Researcher, Advisor and Case Studies student's tutor.
  - Lectured at the best Portuguese business school and influencing the next generation of top marketing managers (150+ students restricted to Portuguese PSI-20 stock market indexed company managers).
- Euromonitor International** **Jan 2008 – Dec 2012**  
 Project Manager – Specialized in the Health Market Lisbon, Portugal

- Collection and organization of national and regional market data in the context of international, client or multiclient projects, in diverse markets. Regional coordination of global trend studies.
- Excelled as an independent contractor in 70+ international projects focusing on 80+ different markets.

### **Institute of Marketing Research (IMR)**

**Jan 2001 – Nov 2012**

Senior Project Manager – Specialized in the Pharmaceutical Market

Lisbon, Portugal

- Planned and managed research projects. Marketing plans and communication strategies for different markets. Main specialization: pharmaceutical market and FMCG. Some clients in the pharmaceutical market: Roche, MSD, Lilly Pharma, GSK, Novartis, Sanofi-Aventis, Boehringer-Ingelheim, Pfizer, Wyeth. Some customers from other markets: Pingo Doce, Carrefour, Tranquilidade, CTT, ICEP, BES, CGD, Axa, Mundicenter, Sonae.
- Commercial management of national and international clients. Sold hundreds of thousands of Euros of pharmaceuticals market research projects.
- Achieved a high degree of client loyalty with no price negotiation in at least 90% of the proposed projects.
- Quantitative analysis and qualitative analysis lead specialist (60+ Focus Groups with medical doctors and 12+ pharmaceutical Advisory Boards).
- Integrated projects in every medical specialty involving thousands of drugs (Oncology expert).
- Selected, trained, and managed 11 marketing, statistics and data science graduates that are today in top national and international high-profile positions.

### **Superior Institute of Management – Business School (ISG)**

**Sep 2004 – Sep 2005**

Assistant Lecturer

Lisbon, Portugal

- Marketing Research and Medical Marketing Research Lecturer, focusing on the pharmaceutical market.
- Performance as lecturer in the top 5% in an industry-focused program (only for Health/ Pharma managers).

### **Lisbon School of Technologies and Arts (ESTAL)**

**Sep 2003 – Sep 2005**

Assistant Lecturer

Lisbon, Portugal

- Lecturer in Sociology of Technology and the Internet, Web Marketing and Management.
- Reconciled sociology of technology and web design for 40+ arts graduates.

### **International University (UInt)**

**Sep 2000 – Sep 2002**

Assistant Lecturer

Lisbon, Portugal

- Lecturer in HR Management, General Management, Sociology, Research Methodology e Sociology of Work.
- Fully planned, managed, and taught in different majors and areas, achieving evaluations in the top 12-10%.

### **Start International**

**Sep 2001 – Dec 2001**

Recruitment and Selection Specialist

Lisbon, Portugal

- Recruitment and selection of candidates for temporary employment and administrative management.
- Co-developed and implemented 3 new sets of services related to wage processing and legal outsourcing.

### **Coltemp, Temporary Work**

**Sep 2000 – Aug 2001**

Recruitment and Selection Technician

Lisbon, Portugal

- Recruitment and selection of candidates for temporary employment and administrative management.
- Was managing own recruitment processes 2 months into internship and managing own clients after 4.

## **EDUCATION**

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### **University of York**

**Ongoing**

Master's in Computer Science with Artificial Intelligence

Lisbon, Portugal

- Algorithms and Data Structures, Advanced Programming, Machine Learning.

### **Técnico (IST), University of Lisbon (UL)**

**Ongoing**

Bachelor's in Applied Mathematics and Computation

Lisbon, Portugal

- Mathematical Analytics, Mathematica, Python, Models, Algorithms, ML, AI.

**Técnico+ (IST), University of Lisbon (UL)**

Specialization Course in Advanced Data Analytics Integrated with Machine Learning

**May 2022**

Lisbon, Portugal

- Data Modelling, Advanced Calculation using DAX, Algorithms, Predictive Analysis, NLP.

**Rome Business School/ University of Valencia (RBS/VIU)**

Master's in Data Science

**Sep 2021**

Rome, Italy

- Python, R, SQL, Tableau, Hadoop, Data Warehousing, Data Lake, Data Mining, ML, AI, ANNs, BI tools.
- Capstone Project with BNL (BNP Paribas) using ML/ AI methodologies applied to web scraped data.

**Técnico+ (IST), University of Lisbon (UL)**

Specialization Course in Business Intelligence and Advanced Data Analytics

**Jan 2021**

Lisbon, Portugal

- Power BI, DAX, ETL, SQL, Security and Privacy.

**Faculty of Sciences, University of Lisbon (FCUL)**

Bachelor's in Geology

**Jul 2020**

Lisbon, Portugal

- Geostatistics, GIS, Python, MATLAB, Data Modelling.

**Faculty of Sciences, University of Lisbon (FCUL)**

Master's in Oceanography

**Sep 2016**

Lisbon, Portugal

- Theoretical courses only. Data Mining of remotely generated data (e.g., satellite).

**Faculty of Sciences, University of Lisbon (FCUL)**

Master's in Applied Microbiology

**Sep 2016**

Lisbon, Portugal

- Theoretical courses only. Biostatistics, R, ML, AI for genetic data/ omics.

**Faculty of Sciences, University of Lisbon (FCUL)**

Bachelor's in Biology

**Jul 2015**

Lisbon, Portugal

- Specialization in Evolutionary and Developmental Biology with a Geology Minor. Biostatistics, R, Python.

**Faculty of Social and Political Sciences, University of Lisbon (ISCSP-UL)**

PhD in Sociology

**Mar 2008**

Lisbon, Portugal

- Thesis using bivariate and multivariate statistics in large sociological data datasets.

**Institute of Labour and Corporate Sciences, University Institute of Lisbon (ISCTE-IUL)**

Post-graduation in Product Management

**Jul 2005**

Lisbon, Portugal

- CRM, B2B, Marketing Intelligence, Marketing Mix, Sales Force, Marketing Plan.

**Institute of Labour and Corporate Sciences, University Institute of Lisbon (ISCTE-IUL)**

Post-graduation in Medical Marketing Management

**Jul 2005**

Lisbon, Portugal

- Regulatory Affairs, CRM, Marketing Intelligence, Big Data, Branding, Communication.

**Faculty of Social and Political Sciences, Technical University of Lisbon (ISCSP-UL)**

Master's in Sociology

**Mar 2003**

Lisbon, Portugal

- Advanced Research Methodology, Content Analysis, Operational Investigation, SPSS, ATLAS.ti.

**Faculty of Social and Political Sciences, Technical University of Lisbon (ISCSP-UL)**

Bachelor's in Sociology of Work

**Jul 2000**

Lisbon, Portugal

- Specialization in HR Policy. SPSS, MS Access, Databases, HR Management, Management.

**TRAINING**

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- 2022: UX Research. EDIT. 16 hours.
- 2022: Data Science – KDD Process. Técnico. 50 hours.
- 2022: Relational Databases, Analysis and SQL Language. Rumos. 35 hours.
- 2021: Artificial Intelligence in Healthcare Specialization. Stanford University Online. 67 hours.
- 2020: Web Developer. Formabase. 100 hours.
- 2019: Spatial Data Analysis and Visualization Master-Track Program. University of California, Davis Online. 185 hours.
- 2018: Introduction to Content Analysis using MaxQDA. ISCSP-IFOR, 20 hours.
- 2003: Marketing Technician. IBJC-CGTP. 260 hours.
- 2002: Pedagogic Training for Trainers. IBJC-CGTP. 252 hours.
- 2001: SPSS. PSE. 60 hours.

## AWARDS AND GRANTS

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- 2020, 2021: Recipient of a Scholarship from Rome Business School (maximum value awarded) for outstanding academic and professional achievements.
- 2009, 2012: Award for Outstanding Community Services – Volunteer with the Elderly (Lisbon Social Council).
- 2005: Award for best paper in Social Sciences (University of Lisbon/Faculty of Social and Political Sciences).
- 2000: José Maria Gaspar Award granted to the student with the highest classification in the Sociology of Work major (Faculty of Social and Political Sciences, University of Lisbon).
- 1997, 1998, 1999, 2000: 4 Awards and 4 grant given to the Technical University of Lisbon top 3 students.

## CERTIFICATIONS

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- AWS Cloud Practitioner, Machine Learning, and Data Analytics Certifications.
- Tableau Specialist Desktop Certification.
- Certified Associate in Project Management (CAPM).
- Professional Scrum Master Certified (PSM I), and Professional Scrum Product Owner Certified (PSPO I).
- IBM Data Science Professional Certification.
- IBM Applied Artificial Intelligence Certification.
- Certified Trainer (Portugal).

## OTHER

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- **Technical Skills:** MS Office, Google Earth Pro, MS SQL Server, Stereonet, SPSS, SPSS Modeler, MATLAB, R, Tableau, Microsoft Power BI, QlikView, ArcGIS, MaxQDA, IBM Watson Studio, Azure Data Bricks, CMS Software (Wordpress, Drupal), Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Google Analytics, Tensor Flow, Apache Spark, Apache Hadoop.
- **Programming:** (Good) Python, SQL, Java, R, HTML, CSS; (Basic) JavaScript, C++.
- **Clouds:** AWS (Certified), Azure, IBM Cloud.
- **Languages:** Portuguese (native), English (excellent, C1, 7.5 IELTS), Italian (intermediate), French (intermediate), Spanish (intermediate).
- **Papers and Conferences:** More than a dozen papers published in national and international peer-reviewed journals, participation in dozens of conferences as an organizer, co-organizer, speaker, and moderator.