

# ANNA CAROLINA LUCIANO

Acting for 19 years in the tourism sector and international business as Business Developer, has as main feature of his expertise the solution in strategic development between companies.

Connecting companies and potential projects with public institutions or even the private sector, mainly in the field of cultural, innovation and market trends.

## Qualification

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Mother tongue Portuguese. Fluent in Italian and English.

Good knowledge in Spanish and French.

Good knowledge in Ms Word, Excel, Power Point, Web 2.0.

Market research, CRM, Strategic planning, Product management, Digital services marketing; E-Business, Geomarketing, CI, Marketing plan.

## Skills

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### **November 2021 - May 2022: NOVA School of Law - Universidade NOVA de Lisboa**

Responsible for the international mobility department.

Support in the establishment of international agreements and protocols (promote the conclusion of new agreements/protocols with foreign higher education institutions as part of the Faculty's internationalisation strategy);

Responsible to prepare and apply NOVA School of Law in the scope of different mobility programmes;

Reception and referral of students (incoming and outgoing), in the scope of international and national mobility, evaluation of applications and coordination of exchange programmes with countries all over the world, as well as for teachers and staff in mobility;

To maintain and strengthen international relations with partner universities and potential partners, particularly with similar offices of peer institutions;

Develop the Faculty's international brand.

### **April 2012 - July 2014: Italian-Brazilian Chamber of Commerce, Industry of Minas Gerais**

Manager of New Business and International Projects.

Responsible for the international business department; economic and market research; organizing and carrying out business missions between Brazil and Italy.

Responsible for maintaining international relations with Italian Chambers of Commerce in the world as well as with other Chambers of Commerce from other countries around the world;

Developing the international brand of the Italian Chamber of Minas Gerais.

Projects and Cultural Trips (responsible for Ospitalità Italiana certification in Belo Horizonte / Minas Gerais and wine and culture trips to Italy).

### **July 2010 - Currently: Business Experience (Founder)**

Strategic marketing company in corporate solutions and competitive intelligence.

Strategic partnerships and new business;

Management in institutional and governmental relations;

Entrepreneurial missions between countries with business in operation;

Consulting in internationalization of companies;

Consultancy and international representation in events such as Web Summit;

Fundraising for cultural events;

Corporate events coordinator;

Exclusive representative of digital platforms for B2B Meeting, corporate events either in hybrid or digital format;

Editor of the magazines: Revista Mineira do Aço and Revista Guia de Eventos MG (Founding Partner).

Curator in wine tourism projects in Portugal for the Brazilian, Italian and Swiss markets.

### **April 2009 - March 2011: Agency for Foreign Affairs and Diplomacy (ARED) - Lisbon**

Director of Communication and Cultural Projects for the following clients:

Community of Portuguese Speaking Countries (CPLP), Union of Portuguese Speaking Capital Cities (UCCLA), Embassy of China, Embassy of Italy, G8 Magazine - World in Portuguese / Financial Times, World Health

Organization (WHO), Brazil - Portugal Council of Chambers of Commerce, International Telecommunications Union (ITU), Diplomatic Mission of Brazil to the CPLP and Arab International Forum.

Organisation of seminars, congresses, cultural activities and economic missions.

Responsible for the institutional management of the CPLP and the Council of the Brazil - Portugal Chambers of Commerce.

**August 2003 - November 2008: Tauá Hotels & Resorts Network - Belo Horizonte, Araxá and Atibaia**

Account Executive, responsible for managing and coordinating hotel services and especially events. Attraction of new clients and new corporate accounts. Promotion of institutional events. Planning and execution of actions for travel agencies in the State of MG and Brazil.

## Education

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Post - Graduation in Marketing and Business Intelligence by Instituto Superior of Languages and Administration ISLA- Lisbon / Portugal

Period: November 2008 / September 2009

Bachelor in Tourism by the Centro Universitário de Belo Horizonte UNI - BH

Period: February 2003 / December 2006

International Italian School Fundação Torino: Liceo Scientifico

Period: January 1998 / August 2002

## Participation in National & International Events

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- Director of the Brazil & Portugal Experience Event, 2021.
- Speaker at Virtual Week - Acredita Portugal, 2020.
- Curator and selection of startups with Startup Chile for the Web Summit - Women in Tech, 2019.
- Slow Movement Portugal - Lecture about Slow Living, 2018.
- Lecture given to students of the Economics course at the Federal University of Minas Gerais (UFMG).  
Theme: Entrepreneurship - June 2011 Belo Horizonte / MG
- Mozambique and Brazil Seminar - August 2010 - Belo Horizonte / Brazil

- Mozambique and Portugal Seminar - April 2010 - Lisbon / Portugal
- Seminar Cape Verde and Portugal - June 2010 - Lisbon / Portugal
- V Business Meeting on the Portuguese Language - September 2009 - Fortaleza / CE
- Caio Award - Brazilian Grand Prix of Events and Tourism - 2007

**Best Regards,**

**Anna Carolina Luciano**

Belo Horizonte, 1st June 2023

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