

PERSONAL
INFORMATION



CARLOS MANUEL MOITA DE FIGUEIREDO

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Sex Male | Date of birth 07/06/1970

Nationality Portuguese

PREFERRED JOB

R&D + Innovation | Project Management | Business and TIC

WORK

EXPERIENCE

2015 – today

R&D and Innovation Project Manager (Viseu)

TOMI World (www.tomiworld.com)

I've responsibilities on creation and management of R&D + Innovation projects (PT2020) and defining the company's strategy in this domain managing its participation in technological consortiums. Design a technology roadmap identifying critical points and main market drivers for TOMI setting its R&D+I agenda. Prospection of new technologies, business opportunities and partners in universities and research labs. Defining technical requirements for intern processes.

- Projects submitted (PT2020): CITY PLUG - Urban Management Platform for Integrated Cities;

PERSONA - Information Management and Personalization based on Customer Data.

2015

Business Consultant (hired by UPIN – University of Porto Innovation) (Porto)

Business Ignition Program, UPIN (www.upin.up.pt/)

Support to the business model design for a new technology (magnetic thermal switch) patented by researchers of the University of Porto (Physics department).

- I developed skills on business strategy and consultancy, resulting in orders from clients.

2010

R&D and Innovation Director (Aveiro)

PONTO.C – Development of Information Systems (<http://www.pontoc.pt/>)

Project management and implementation of Information Architecture methodologies for Web development (team of 10 collaborators) and the Portuguese Innovation Standard – NP 4457: 2207. Conceptualization of a model for ideas registration (for a team 50 collaborators).

- I developed new skills on innovation processes.

2003-2010

CEO and Founder Partner (Porto)

EDIT ON WEB | Porto (Online Publishing and Network Knowledge Management)

Creation of the first Portuguese project of online self-publication on journalism, science and literary contents aiming knowledge management. Management of the Web portal development. Funding capture from several programs, such as POSI, REDE, ANJE (+ 250,000€).

- I acquired strong skills in strategy and digital business, resulting in innovation and multidisciplinary teams management, such as designers, information architectures, consultants in TIC, journalists and more than 120 academics.

2003-04

Innovation Project Manager (Porto)

INOVAMAIS – Consultancy services for Technology Innovation (<http://inovamais.eu/>)

Project Management of EU-Funded projects and National ones in several domains: ECOSELL – Extended Collaborative Selling Chain (with 16 partners); NORTINOV – architecture of a Regional Strategic Information System (WP3); INOVACAO.NET – Innovation metrics online.

- I acquired strong skills in project management and consortium creation, resulting in the participation in several projects and in the recruiting and training of new consultants.

- 2000-2001 **Mobile GSM Trainer Instructor – Operation, Maintenance of DB MSC/HLR (Munich)**
SIEMENS – I&C Training Institute (GERMANY)
As trainer, I worked for hundreds Siemens customers (telecom engineers) and developed strong skills in the telecommunication field and as communicator for multicultural audiences.
- 2000 **Junior Project Manager at Unity of Innovation Projects (Porto)**
NOVABASE (<http://www.novabase.pt/pt>)
Project management on innovation and IT projects.
 - I acquired skills on project management.
- 1998-1999 **Analysis of Production Data at CIMPOR (Rabat)**
CIMPOR (Asment Temara) & 2nd Edition (AICEP) - Contact Program (MOROCCO)
Study and reports on manufacturing activity and the impact of the bug 2000.
 - I developed abilities to work in multidisciplinary teams with people of different nationalities.
- 1997-1998 **Maintenance Manager (Nelas)**
FELGUEIRA SPA (Companhia das Águas Mediciniais, S.A.)
I made the maintenance plan and the cataloging of the entire industrial plant.
 - I developed skills on organizational and process management.

EDUCATION & TRAINING

- 2010-2014 **PhD in Digital Media**
Faculty of Engineering of the University of Porto (and University of Texas at Austin-USA)
The research work has looked at the problem of personalization in online recommendation systems. I argue about a solution to counteract the Social Eco Chambers Effect produced by the use of social data in the Web personalization.
 - I've developed Scientific Expertise on Web personalization, Technical Expertise on Social Network Analysis, Recommendation Systems, Crowdsourcing and Information Architecture and Theoretical Expertise on Communication, Psychology and Social Sciences.
- 2013 **PhD visiting researcher of the University of Texas at Austin – USA**
Department of Radio-TV-Film, Moody College of Communication
Research on recommender systems and use of social network data for Web personalization.
 - I acquired strong skills on digital media with recognized and published work.
- 2011-2012 **Visiting student of the University of Texas at Austin – USA**
School of Information and Department of Radio-TV-Film, Moody College of Communication
I attended to two semesters of classes, worked in social network analysis, recommendation systems and web information architecture. Participation on "Personal Health Record Project".
 - I acquired strong skills in digital media and abilities to work in multidisciplinary teams.
- 1992-1998 **Five years degree (BSc+MSc) in Physics Engineering (pre-Bologna)**
Faculty of Science and Technology, University of Coimbra, Portugal
 - I've developed skills in Engineering, Electronic Instrumentation and Physics.
- 1996-1997 **ERASMUS Program (Padova)**
University of Padova – ITALY
 - I've developed Sociocultural and Academic skills in a vibrant and international environment.

EXTRA CURRICULAR AND TRAINING

2015	Business Model Canvas and Customer Development – Startup Pirates (http://startuppirates.org/).
2013	The Measurement of Personal Networks – Universitat Autònoma de Barcelona.
2012	Human Computer Interaction – Luis Francisco-Revilla, UT Austin - FEUP (University of Porto)
2010	ISDT: International School Digital Transformation – UT Austin - FEUP (University of Porto)
2010	SGIDI - Management System Implementation on R&D+I – Porto Business School
2010	Workshop on Clown, Theatre Physical – Ilda Teixeira (Acert Theatre) - Zunzum – A.C.
2009	Collaborative Documentary – Karen Kocher, UT Austin - FEUP (University of Porto)
2005	Entrepreneurship Course – Porto Business School (EGP)

PERSONAL SKILLS

Portuguese Mother tongue

Other languages

	UNDERSTANDING		SPEAKING & WRITING	
	Listening	Reading	Spoken interaction	Writing
English	Proficient user	Proficient user	Proficient user	Independent user
Italian	Independent user	Independent user	Independent user	Basic user
French	Independent user	Independent user	Independent/Basic user	Basic user
Spanish	Independent user	Independent user	Basic user	Basic user

Communication Strong multicultural skills acquired in different linguistic environments in several international experiences at professional and academic level and as giver, entrepreneur and altruist.

Organizational Overall view and strong analytical ability, resilience and result-oriented.

Technical Comprehensive knowledge on business, digital media, creativity, R&D and Innovation, acquired as entrepreneur, researcher and team member in different fields of activity.

ADDITIONAL INFORMATION

Publications - http://www.researchgate.net/profile/Carlos_Figueiredo7

Honours and awards

- "Edu & Biz with Art" Business model development: National winner of the CiNET Program (Creative Industries Network, 2015) and second best project in the European final. (https://www.uab.pt/web/guest/noticias/-/journal_content/56/10136/11475224).
- Research Fellow: National Foundation for Science and Technology, Portugal (2010-14).
- Award Anim'Arte 2012 (Viseu) - "Best Cultural Association".
- Award Anim'Arte 2000 (Viseu) - "Professional and Artistic Revelation".
- Award: 4th Great Photography, Contest of the Volta ao Mundo Magazine (color/landscape), 2002.
- Award for Global Merit of the year 1998-99. Program of International Training for Graduates – 2nd Edition of the Contact Program (AICEP) (undertaken in MOROCCO).

Volunteer Activities

- 2012 - today **Management and Innovation Processes (Viseu)**
ZUNZUM – Cultural Association (www.zunzum-ac.pt)
Business processes and management practices implementation. Project management (+220,000€ budget). Development of the “Edu&Biz with Art” business model. Information architecture development and project management of the new Website (2016). Crowdfunding campaign creation and management (<https://vimeo.com/144896872>), October, 2015. Executive producer of a new theatrical creation: "Echo Chamber", based a PhD thesis: "Emotions and Recommender Systems: A Social Network Approach", Carlos Figueiredo, 2014.
- 2012 - today **Team member (Viseu)**
AMNESTY INTERNATIONAL, core of Viseu.
Development of awareness-raising activities on human rights and duties, namely in schools.

Projects and other Activities

- 2015, October - Next Steps for Multimedia Research (and other professional careers), at Future Places 2015, Porto – debate moderation and organization on site with streaming, on professional and academic development after the Digital Media Doctoral Program Portugal-Austin (Texas), Starting at 13:05':
<https://www.youtube.com/watch?v=BDUyJWbyze8>.
- 2015, April - Business model creation for Augmented and Virtual Reality technologies and proposals presentation to several potential clients: Museums and Architecture Offices. Product developed in the scope of ANJE Startup Accelerator Program (National Association of Young Entrepreneurs), Porto.
- 2015, May–Oct. - Development of the “Edu&Biz with Art” business model (<https://vimeo.com/142633200>): Experiential training program in soft skills using performative arts addressed to Companies and Schools. Product developed in the scope of CiNET Program - Creative Industries Network of Entrepreneurs (<http://cinet.eu.uab.pt/#home>).
- 2013, July - Talk on TEDx – Youth | Viseu. Subject: “Zunzum can help Google”.
- 2011, October - Personal Health Record Project (University of Texas at Austin – USA). Skills used: Interaction Mapping, Competitive Analysis, Persona, Content Inventory, Work Flows, Wireframes, Prototyping, Heuristic Evaluation, Usability Testing, Presentation, Report Writing. Tools used: Adobe Acrobat Pro, Pencil Software, Microsoft Expression, Power Point, Microsoft Word. Deliverables: Evaluation Critique, Presentation slides, Final Report.
- 2013, Sept-Oct. - Business and Art event about Morocco (Viseu)
 - Colloquium: "Internationalization of Business and Investment in Morocco";
 - Twinning Cities: Viseu and Meknes;
 - Photography and Chronic (Carlos Figueiredo) and Plastic arts (sculpture) (Filipe Fernandes) Exhibition: "A Look Into the Morocco Maghrebini".
- 1994/95 - Elected member of the Board of the Department of Physics at the University of Coimbra.
- Taste for writing, sports, travel, discover, learn, and keep up the good spirit and mood.