

STATEMENT FOR THE EMAC POSITION OF VICE-PRESIDENT GLOBAL RELATIONS

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Your EMAC Experience (50 words) (years of membership at EMAC, Your contribution, activities involved)

I have been an EMAC member since 2017, and since then, I have been in every global conference. I have presented my work as a poster, as a full paper, and participated in the 2019 EMAC Doctoral Colloquium.

Your Personal Buy-in (100 words) (your professional background – a short C.V.)

I recently finished my Ph.D. in Marketing. I am originally from São Paulo, Brazil, and I obtained my Ph.D. degree at Fundação Getulio Vargas, FGV/SP, a triple-crown certificate business school (AACBS, EFMD, AMBA). I spent the last semester of my Ph.D. at Fordham University as a visiting Ph.D. student. Now I am working as an Assistant Professor of Marketing at Universidade Lusófona in Lisbon, Portugal. I joined the academic career with more than 15 years of professional background in the fashion industry, working in multinational companies such as the LYCRA® brand and Vicunha textiles.

Your Policy Statement (300 words)

I have invested in a global perspective during my Ph.D. and continue investing after completing it. As I originally came from a Latin American background, I knew that investing in a global perspective in my academic career is fundamental. I obtained my PhD at Fundação Getulio Vargas, FGV, in São Paulo, Brazil. FGV is the leading business school in Latin America with a triple crown international accreditation (AACSB, EFMD, AMBA). I presented my working papers and full papers at several international conferences, such as EMAC (from 2017 to 2021), AMA Summer (2019, 2020, 2021), GAMMA – Global Fashion Management Conference (2018, 2019, 2020), BAM – British Academy of Management (2016, 2017), ENANPAD – Brazilian business academic conference (2019, 2020, 2021), ACR Conference (2019), and SCP Conference (2020). I have also been a visiting Ph.D. student at Fordham University in New York, USA. I finished my Ph.D. in 2020. In the same year, I moved to Lisbon, Portugal, to work as an Assistant Professor at Universidade Lusófona and Ph.D. researcher at CICANT, their research institute. In 2021, I was able to teach a Marketing course remotely to the Master in Business at Universidade Santiago in Cabo Verde, which has been a really interesting experience. My vast international experience offered me a global perspective on marketing from different backgrounds. Therefore, it helped me gain a valuable perspective on how a global alliance can help researchers, institutions, schools, and marketing professionals achieve phenomenal results. I believe this experience, together with my drive for a global perspective, will help me perform a great role as the Vice President for Global Relations at EMAC.