

LEA GREGORKA AZEREDO

whoislea.com
linkedin.com/in/leagregorka



SUMMARY

Objective driven and diligent entrepreneur with a passion for technology. Currently working on innovation and acceleration programmes with startups, scaleups, academia and enterprises.

SKILLS

Ownership mentality - had to independently lead many projects throughout my career

Strategic thinking - good at having an holistic approach and 360 view on projects

Jack-off-all trades - experienced entrepreneur used to deal with many roles

Time-management - excellent at managing my own time, multitasking and prioritizing

Tech expertise - web development with the WordPress framework, JS, HTML and CSS3

EXPERIENCE

2019/06 - present **Innovation Delivery Manager | *Digital Catapult (London, UK)***

- Led and grown an acceleration programme with 30+ mentors and 20+ partners
- Delivered and designed impactful innovation activities for commercial and R&D clients

Innovation Coordinator | *Digital Catapult (London, UK)*

- Supported the planning and delivery of innovation activities

2016/05 - 2019/05 **Community and Operations Manager | *Founders Founders (Porto, Portugal)***

- Promoted and managed 100+ events for entrepreneurs reaching 2,5k+ people
- Developed effective communication strategies (e.g. got newsletter opening rates over 40%)
- Grew start-up residency occupation rate from 40% to 100% (prospection, selection, on boarding)
- Established and negotiated 20+ partner relationships (e.g. Amazon, Digital Ocean, Pipedrive, SendGrid)

2014/10 - 2016/04 **Operations and Marketing Manager | *SIMI (Porto, Portugal)***

- Produced over 50+ marketing materials (Illustrator & Photoshop)
- Built and designed over 10+ WordPress websites for clients
- Designed and configured 15+ digital menus using the SIMI Framework

PROJECTS

BOOM – Massive Growth Week

Lead Organiser

BOOM is a one-week intensive boot camp focused on start-up growth, marketing and sales. I led the project alongside 6 co-organizers, it was composed of 25 different talks at 5 venues with 300+ participants.

INCINERATOR

Creation & Production

A series of film documentaries alongside real live events about start-up failure that were part of a FoundersTV production. I organised 4 events with over 15 speakers and 200+ participants, and also managed the production of 6 videos that currently have 30k+ views.

Founder Meets Founder

Creation & Production

The first ever production of FoundersTV, a live vlog-series about the Portuguese entrepreneurial ecosystem. Managed 6 events with live recordings with 12 speakers and over 200 participants. Supervised production of 6 final videos that have 15k+ views.

Founders Club

Concept Development & Lead Organiser

Founders Club is an exclusive invite or referral-only membership group of experienced entrepreneurs (50+). I co-founded and led the club. I also was directly responsible for organising 15+ networking activities.

EDUCATION

Class of 2015

MSc in Human Resources Management | *Polytechnic Institute of Porto (Portugal)*

- Thesis with focus on Employer branding and IT (18/20)

ACHIEVEMENTS & AWARDS

- **Top 3 of Portuguese Woman in Tech Award**
(Community Leader)
- **Top 8 of “Portonauts”**
(Porto's city hall's recognition – talent attraction)
- **2nd at European Enterprise Promotion Awards**
(entrepreneurship – national company level)

VOLUNTEERING

- 2019 | Developed website for social initiative ([Somos Nós](#))
- 2015 | Artistic activities to help develop users' cognitive abilities
- 2014 | Supportive counselling and social services
- 2013 | Art therapy approaches for disabled & elderly
- 2012 | Recuperation therapy (postpartum depression)