

LEA GREGORKA AZEREDO

whoislea.com

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SUMMARY

Objective driven and diligent entrepreneur with a passion for technology and startups. Eager learner that thrives in a fast paced environment. Currently working on innovation programmes and projects with startups, scaleups, academia and large corporations to help grow their businesses and solve their challenges.

SKILLS

Analytical - excellent at delivering results through critical thinking and insights from data and people

Ownership mentality - experience with leading projects, managing deadlines, deliveries and teams

Strategic thinking - great at having a holistic approach and 360 view on projects

Product management - good at identifying customer needs and translating them into product features

Jack-off-all trades - resourceful and used to dealing with many roles and ambiguous situations

EXPERIENCE

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

- Led and shaped delivery of UK leading immersive technology and business accelerators (CreativeXR, Augmentor) helping 50+ tech startups advance their growth and secure investment
 - Designed, delivered and facilitated 50+ diverse innovation activities (e.g. workshops, office hours, meetups, demo days and showcases) for both corporate clients and UK R&D initiatives
 - Developed solid understanding of advanced digital technologies incl. AI, 5G, Immersive, Distributed Systems
- ### **Innovation Coordinator | *Digital Catapult (London, UK)***
- Planned and delivered innovation workshops with corporates and SMEs
 - Monitored the impact of Digital Catapult's work by reporting KPI's and writing impact stories

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)***

- Developed and produced marketing materials (digital and non-digital) for several marketing campaigns
- Built and designed WordPress websites for clients
- Designed and constructed SIMI platform for several clients, including PizzaHut

PROJECTS

BOOM – Massive Growth Week

A one-week intensive boot camp focused on start-up growth, marketing and sales. I led the project alongside 6 co-organizers delivering 25 different talks at 5 venues with 300+ attendees.

Incinerator

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

Founder Meets Founder

A live vlog-series about the Portuguese entrepreneurial ecosystem. Managed 6 events with live recordings of 10+ speakers and 200+ attendees. Supervised production of 6 final videos that reached 15k+ views.

Founders Club

An exclusive invite or referral-only membership group of experienced entrepreneurs (70+). I co-founded the club and was directly responsible for organising its 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

- 2020 | Business and Career Mentor ([Like Minded Females](#))
- 2019 | Developed website for social initiative ([Somos Nós](#))
- 2015 | Artistic activities to help develop users' cognitive abilities
- 2014 | Supportive counseling and social services
- 2012 | Recuperation therapy (postpartum depression)