

CURRICULUM VITAE

Renata Frade

Portugal (Lisbon) | Brazil-born | Dual citizen

Location: Porto, Portugal

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Instagram (portefólio): www.instagram.com/lovelacers/

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Ciência Vitae: <https://cienciavitae.pt/2C1B-A5ED-91C8>

Research Gate: https://www.researchgate.net/profile/Renata_Frade

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57716891700>

Google Scholar: <https://scholar.google.com/citations?user=cFjxAUsAAAAJ&hl=pt-BR--->

PROFESSIONAL SUMMARY

Interdisciplinary researcher and public health-oriented scholar working at the intersection of gender-based violence (GBV), digital platforms, artificial intelligence, and feminist innovation. My work focuses on how platforms, algorithms, and digital infrastructures produce, amplify, and normalize gendered harms, especially in the Global South. With over a decade of experience across public health communication, technology, feminist research, and policy-relevant knowledge production, I specialize in transforming evidence on digital GBV into actionable insights for public policy, platform governance, and health equity.

Expertise in evidence-based research, monitoring and evaluation, science communication, and community engagement with vulnerable populations. PhD in Communication Sciences and Information Science (University of Porto & University of Aveiro, Portugal) about women in tech inclusion, research collaboration at the Institute for Advanced Studies, University of São Paulo, focused on Responsible AI and gender equity in technology. Proven track record in health sector communication (pharma, public health foundations and NGO, patient advocacy), gender-based violence prevention through digital literacy, and participatory action research with women in STEM across Brazil and Portugal.

Attendee at Futures of Entertainment transmedia conference with Dr. Henry Jenkins at MIT MediaLab (2012) and Future of Media conference at Stanford Graduate School of Business at Stanford University (2016). Dr. Henry Jenkins' (University of Southern California) website editor, Pop Junctions since 2021.

As an accomplished author and researcher, Renata Frade has published numerous academic papers and articles on topics related to women in technology, digital storytelling, and technological feminism. She co-edited the book "Technofeminism: Multi and Transdisciplinary Contemporary Views of Women in Technology" (2023) and has presented her research at more than 40 international conferences. Frade's work has been recognized with several awards and scholarships, including the Santander Coders 2023 award and a Research Scholarship from the Portuguese Foundation for Science and Technology (FCT) for her doctoral studies.

CORE EXPERTISE

- Gender-Based Violence in Digital Environments
- Feminist Artificial Intelligence & Algorithmic Harm
- Digital Health & Public Health Communication
- Evidence-Based Gender & Technology Policy
- Intersectionality, Decolonial & Global South Studies
- Platform Governance & Technology Ethics
- Participatory Research, UX & Community-Based Design

EDUCATION

PhD in Information and Communication in Digital Platforms (Concluded Sep 2025)

University of Aveiro & University of Porto - Portugal

- Thesis: "Storytelling in training, empowerment, and female inclusion in IT: Modeling and prototyping the impact on communities". Approved with distinction and honors.
- Research focus: Gender, technology, human-computer interaction, digital communication platforms, and intersectional feminist approaches
- Developed registered prototype platform (FemTellers) for women's tech communities with patent registration (INPI Portugal)
- Conducted 3-year digital ethnography of 247 women in technology communities across Brazil and Portugal
- Methodologies: Mixed methods (qualitative and quantitative), digital ethnography, UX research, participant observation, semi-structured interviews

Visiting Researcher | January 2025

Universitat Pompeu Fabra - Department of Communication -l Barcelona, Spain

- Research on digital platforms, participatory culture, and social media interface studies
- Guest lecturer on women in technology and science communication

Researcher in Artificial Intelligence | 2021–2025

Institute for Advanced Studies, University of São Paulo | Brazil

- Focus: Responsible AI, gender and technology, human-technology interaction, digital platforms
- Current research: Investigating ethical and social risks of AI agents; developing governance mechanisms for responsible AI deployment, gender and techno feminism (Feminist AI in Global South).
- Published essays, interviews, book chapter on AI and feminism, feminist metaverse perspectives, and AI in female technological activism

Master's Degree in Literature | 2005

State University of Rio de Janeiro (Universidade do Estado do Rio de Janeiro) | Brazil

- Thesis on Brazilian publishing market (approved with distinction)
- Degree equivalence recognized in Portugal by University of Porto

Bachelor's Degree in Social Communication - Journalism | 1999

Pontifical Catholic University of Rio de Janeiro (PUC-Rio) | Brazil

- Degree equivalence recognized in Portugal by University of Minho

RELEVANT PROFESSIONAL EXPERIENCE

1 - Gender Equity & Health Communication

Corporate Communication Coordinator | 2006–2008

Fresenius Medical Care & Kidney Foundation) - Brazil

- Led corporate communication department for Brazil's largest dialysis provider and associated nonprofit foundation
- Developed health communication campaigns for patients with chronic kidney disease and their families
- Managed stakeholder engagement (government, healthcare professionals, patients, universities, media)
- Created institutional publications (magazines, newsletters) focused on patient education and disease prevention
- Coordinated communication for World Congress of Nephrology
- Key achievement: Established foundation's first comprehensive patient communication program reaching vulnerable populations.

Volunteer - Philanthropic Health Projects | 2006–2008

Kidney Foundation (Fundação do Rim NGO) | Brazil

- Developed awareness campaigns for kidney disease prevention in underserved communities
- Created accessible educational materials for patients and families from diverse socioeconomic backgrounds
- Supported social initiatives focused on health equity and patient advocacy

Volunteer Mentor | 2020–2022

Mulheres no Comando (Women in Leadership) | Brazil

- Mentored 10,000+ women entrepreneurs and technology professionals
- Provided guidance on digital literacy, professional development, and leadership strategies
- Supported women from vulnerable communities in building technology skills

Advisory Board Member | 2015–2018

Girls in Tech Brasil

- Organized events and mentorship programs for women's empowerment in technology
- Contributed to STEM education, digital inclusion, and support for young professionals and students
- Delivered keynote presentations on gender equity in technology

Health/Pharma Client Communication & Public Relations

Account Executive - 2003–2006

Shopping de Comunicação & Básica Comunicação | Brazil

Key pharmaceutical and health clients:

- Actelion Pharmaceuticals do Brasil (pulmonary arterial hypertension treatments)
- Brazilian Association of Pulmonary Arterial Hypertension Patients (ABRAHP)
- International conferences on humanization of childbirth and birth (ReHuna)

Responsibilities:

- Strategic communication planning for pharmaceutical products and patient advocacy organizations
- Media relations and content creation for health/pharma sector
- Event management for medical conferences and patient education initiatives
- Developed communication materials connecting scientific research with patient communities

Trainee - Corporate Communication | 1998

Sanofi Brasil

- Supported internal communication projects and online research tools
- Assisted with pharmaceutical and cosmetic product campaigns
- Conducted market research for product launches

2 - Gender-Based Violence & Digital Literacy Projects

Consultant - Digital Literacy & Technofeminism Education | July 2024–2025

Oswaldo Cruz Foundation (Fiocruz) - Hack Girls & Logadas Projects | Brazil

- Delivered online workshops on digital literacy, technofeminism, transmedia, communication, and social media platforms. Digital literacy, feminist technology and platform-based safety for women and girls in vulnerable communities.- Target audience: Adolescent girls and women from Favela da Maré (Rio de Janeiro) living in situations of social vulnerability
- Topics: Safe navigation of digital platforms, recognizing online GBV, building digital skills for empowerment
- Impact: Equipped vulnerable young women with critical digital literacy skills to navigate online spaces safely and identify potential risks

Columnist "Gender and Women in Tech" -| 2021–2023

Mídia Ninja | Brazil

- Published articles and interviews on women in technology, digital literacy, and gender equity
- Focused on online safety, digital citizenship, and combating gender-based discrimination in tech spaces
- [Portfolio available at midianinja.org/author/renatafrade](<https://midianinja.org/author/renatafrade/>)

Research & Applied Projects

Doctoral Researcher | 2019–2025

University of Aveiro & University of Porto | Portugal

Gender Equity Research with Direct GBV Connections:

- Conducted 6-year study of 247 women in technology communities across Brazil and Portugal
- Research included digital ethnography, interviews, focus groups, case studies, observant participation, and analysis of online platforms (Slack, WhatsApp, Telegram, Facebook, Instagram, LinkedIn)
- Investigated challenges, risks, and safety concerns faced by women in tech communities (including online harassment, discrimination, exclusion)
- Developed transmedia science communication transmedia campaign on gender equity
- Created platform prototype to support women's storytelling and community building (patent and trademark registered)

UX Research & Communication Specialist | 2019

DUXcoworkers | São Paulo, Brazil

- Conducted benchmarking analysis of digital platforms and AI technologies
- User studies and user-centered communication strategies
- Evaluated functionalities, interaction patterns, and UX/UI best practices
- Understanding of AI and human-machine interaction technological trends

RESEARCH EXPERIENCE & METHODOLOGIES

Research Skills

- Mixed Methods Research:** Qualitative and quantitative approaches
- Digital Ethnography:** 3-year study of online communities
- Survey Design & Analysis:** Experience with Survey Monkey, Google Forms
- Data Analysis Tools:** NVivo (qualitative analysis), basic R exposure, Google Analytics
- Monitoring & Evaluation:** Community engagement metrics, impact assessment
- Participatory Action Research:** Co-design methodologies with stakeholders
- Literature Review & Evidence Synthesis:** Systematic approaches to reviewing gender equity and technology literature

Research Projects

AI Responsible Research | 2021–2026

USP, Fiocruz, University of Aveiro

- Current focus (2025-2026): Investigating ethical and social risks of AI agents
- Multidisciplinary approach to understanding autonomous systems challenges
- Developing governance mechanisms for responsible AI with gender equity lens
- Published chapter: "Manifesto for Gender-Responsible AI and Technology" (University of São Paulo Press, 2025)

Critical Theories of the Digital | August 2024–Present

University of Aveiro - Department of Languages and Cultures

- Research line examining transformative social, cultural, and human effects of digital migration
- Critical investigation of multiple aspects of digital platforms and society

SELECTED PUBLICATIONS (Gender Equity & Health Relevant)

Book (Editor & Author)

Frade, R. & Vairinhos, M. (Eds.) (2023). *Technofeminism: Multi and Transdisciplinary Contemporary Views of Women in Technology*. Aveiro: UA Editora. <https://ria.ua.pt/handle/10773/37656>

Conceived and coordinated editorial project; editor, curator, and author of three texts

- Developed communication, marketing, and launch event plans
- Aligned with UN SDGs; reference work on technofeminism and guide for women in STEAM
- Includes participation of Prof. Judy Wajcman (London School of Economics) - I interviewed her (book chapter about future of technofeminism)
- 8,200+ downloads from University of Aveiro Repository

Book Chapters

Frade, R.. "Weaving Digital Futures: Civic Imagination and Transmedia Activism in the Inclusion of Women in Technology". In *Handbook on the Global Civic Imagination* (Jenkins, H.; Shresthova, S. Eds). Netherlands: De Gruyter Press, 2026.

Frade, R., Pereira, I., Terceiro, L. (2026, in press, to be published). "Manifesto for Gender-Responsible Artificial Intelligence and Technology." In: *Responsible Artificial Intelligence in Brazil: Opportunities and Challenges*. São Paulo: University of São Paulo Press (Edusp).

Frade, R., Vairinhos, M., Gouveia, M. (2026). Feminist HCI in Practice: Developing a Storytelling Platform for Women in Tech Communities. In: Kurosu, M., Hashizume, A. (eds) *HCI International 2025 – Late Breaking Papers*. HCII 2025. Lecture Notes in Computer Science, vol 16331. Springer, Cham. https://doi.org/10.1007/978-3-032-12657-3_2

Frade, R., Vairinhos, M. (2026). Women in Technology: A Case Study in Science Communication and Knowledge Management. In: Rocha, A., García Peñalvo, F., Costa, C.J., Gonçalves, R. (eds) *Proceedings of 20th Iberian Conference on Information Systems and Technologies (CISTI 2025)*. CISTI 2025. Lecture Notes in Networks and Systems, vol 1717. Springer, Cham. https://doi.org/10.1007/978-3-032-10721-3_70

Frade, R. & Nas, E. (2024). "Decolonial Information Technologies: Challenges for Design in Intersectional and Feminist Perspectives in Human-Algorithm Interaction (HCI)." In: *Human Rights and Health: Gender and Sexuality in Insurgent Voices*. Salvador: Federal University of Bahia Press (EDUFBA). <https://repositorio.ufba.br/handle/ri/40750>

Frade, R. & Wajcman, J. (2023). "Feminism and Technology: an interview with Dr. Judy Wajcman by Renata Frade". In *Technofeminism: multi and transdisciplinary contemporary views of women in technology*. Aveiro: UA Editora. <https://ria.ua.pt/handle/10773/37656>

Frade, R. & Viseu, A. (2023). "How to be a Woman in Science: An interview with Ana Viseu by Renata Frade about Feminism, Gender and Technoscience perspectives". In *Technofeminism: multi and transdisciplinary contemporary views of women in technology*. Aveiro: UA Editora. <https://ria.ua.pt/handle/10773/37656>

Frade, R.L., Vairinhos, M. (2023). "Digital Storytelling by Women in Tech Communities". In: Holloway-Attaway, L., Murray, J.T. (eds) *Interactive Storytelling. ICIDS 2023. Lecture Notes in Computer Science*, vol 14383. Springer, Cham. https://doi.org/10.1007/978-3-031-47655-6_6 (Scopus)

Frade, R.L., Vairinhos, M. (2023). "Women in tech empowerment, inclusion & education: interdisciplinary study in Portuguese and Brazilian communities". *18th Iberian Conference on Information Systems and Technologies (CISTI)*. Aveiro, Portugal, pp. 1-4, doi: 10.23919/CISTI58278.2023.10211725. (Scopus)

Frade, R. (2022). "Women in Tech Communities: challenges and risks". *Journal on Interactive Systems*, 13(1), 375–385. <https://doi.org/10.5753/jis.2022.2806>

Frade, R., Vairinhos, M. (2022). "Interaction Design to Female Technological Collective Activism: Geek Girls Portugal Case Study". In: Martins, N., Brandão, D. (eds) *Advances in Design and Digital Communication II. DIGICOM 2021. Springer Series in Design and Innovation*, vol 19. Springer, Cham. https://doi.org/10.1007/978-3-030-89735-2_40 (Scopus)

Frade, R. (2021). "Women and men in technology: an alternative historical proposal for equals". *Hypothesis Historia Periodical*, 1, 92—108. Casa Comum Universidade do Porto. DOI:10.34626/2184-9978_2021_1_007

Frade, R. (2020). "Comunidades Femininas em Tecnologia Brasileiras e Portuguesas - Comunicação na Inclusão, Formação e Ativismo". In *Cidadania*. Aveiro: Ria Editorial. <https://www.riaeditorial.com/livro/cidadania>

Frade, R. (2020). "The construction of feminine, technofeminism and technological paradox". In *Pathologies and dysfunctions of democracy in the media context - 2nd volume*. https://www.labcom-ifp.ubi.pt/ficheiros/202003021128-201915_pathologiesdisfunctionsdemocracy_jccorreiaagradimrmorais_vol2.pdf

Frade, R. (2019). "O Fenômeno Comunicacional do Ativismo Coletivo Feminino em Tecnologia e seu Impacto Transmídia pelo Storytelling: Estudo de Caso Minas Programam". In *Gênero, notícia e transformação social*. Aveiro: Ria Editorial. <https://www.riaeditorial.com/livro/genero-noticia-e-transformacao-social>

SELECTED CONFERENCE PRESENTATIONS (works selected, 40+ Total)

Frade, R. (2025). "Diálogos Éticos em IA: Mulheres, Tecnologia e IA: Da Exclusão Digital ao Ativismo Tecnofeminista - Perspetivas Interdisciplinares entre Portugal, Brasil e o Mundo". Rede de Inteligência Artificial Ética e Segura (RAIES) e AI Robotics Ethics Society (AIRES - PUC-RS). <https://www.plurale.com.br/site/agenda-detalhes.php?cod=7190>

Frade, R. (2025). "IA Feminista Decolonial: Epistemologias e Práticas desde a América Latina". Seminário Internacional Poder Algorítmico e Inteligência Artificial: Simetrias e Assimetrias entre Norte e Sul Global - Universidade de Coimbra. <https://pemint.ces.uc.pt/pt/agenda-noticias/agenda-de-eventos/2025/poder-algoritmico-e-inteligencia-artificial/programa>

Frade, R. (2025). "Tech for women: an interdisciplinary activist and inclusion study with Brazilian and Portuguese communities". Women's Communication Rights in the Digital Era: the Beijing Platform for Action 30 Years on (Nova University, Lusófona University). <https://womcomrights25.fcsh.unl.pt/>

Frade, R. (2025). "Fandom as a Life Strategy: Storytelling, Transmedia, and Community between Pop Culture and Activism". Virtual Week of Fan Studies and Fanfiction – NEPF / Universidade Federal Fluminense. https://www.youtube.com/watch?v=dt1RTXD32_Y

Frade, R. (2025). "Feminist HCI in Practice: Developing a Storytelling Platform for Women in Tech Communities". HCI International 2025. <https://2025.hci.international/sunday>

Frade, R. (2025). "Women in Technology: A Case Study in Science Communication and Knowledge Management". CISTI' 2025 - 20th Iberian Conference on Information Systems and Technologies, ISEG, Lisbon.

AtGender 2024 Conference / University of Utrecht (2024). "Women in Tech Communities: results of a

doctoral research in Brazil and Portugal with a decolonial approach". Book of Abstracts: https://soc.tedu.edu.tr/sites/default/files/inline-files/2024.09.28_Dr.-Ogr.-Uyesi-Gulcin-Con-Wright-in-ATGENDER-2024-Konferansi-Katilimi_AtGender-2024-Book-of-Abstracts_compressed.pdf

Frade, R., Pereira, I., Terceiro, L., Varon, J. (2024). "IA e Gênero". Primeiro Seminário de IA Responsável da Cátedra Oscar Sala, Instituto de Estudos Avançados da Universidade de São Paulo. <http://www.iea.usp.br/eventos/i-seminario-ia-cos>

Frade, R. (2023). Keynote Presentation. IEEE 9th World Forum on Internet of Things.

"WOMEN IN TECHNOLOGY: CONTEXTS OF CHALLENGES AND OPPORTUNITIES IN STEM". <https://wfiot2023.iot.ieee.org/program/women-engineering-forum>

Frade, R. (2023). International Conference on Interactive Digital Storytelling (ICIDS/Ardin). "Digital storytelling in women in tech communities". <https://icids2023.ardin.online/program>

Frade, R. (2023). "Storytelling in women in IT communities: an empowerment and inclusion interdisciplinary study". Research Summit 2023 - Research Forum of the University of Aveiro. <https://www.ua.pt/en/researchsummit/program>

Frade, R. (2023). "Tecnofeminismos". II Encuentro Regional de la Red FAIR 3 Apertura y Showcase de proyectos de Incubando IA Feminista - Alliance+ Feminism AI. https://www.youtube.com/watch?v=faM_mC0WwY&t=9432s

PROFESSIONAL DEVELOPMENT (Last 5 Years)

- Artificial Intelligence in Education - Universidade NOVA de Lisboa (2024): AI platforms for content production, editing, and information sharing
- Human-Computer Interaction, UX, UI - University of São Paulo (2020) & User Experience Design - CalArts, USA (2020): Theoretical and practical courses on web and mobile platform usability
- Continuous training in AI, UX, design, digital communication, open science, technological innovation, and digital platforms

COMMUNITY ENGAGEMENT & KNOWLEDGE TRANSLATION

Event Organization & Curation

Communication Director & Scientific Committee Member | May 2019

Nós" Colloquium - ISEG Lisbon School of Economics & Management / WeColloquium

Theme: Capacity Building, Diversity and Social Inclusion*

- 100+ speakers from 15 countries (government officials, opinion leaders, political leaders, entrepreneurs, activists)
- Countries represented: Portugal, Tunisia, Angola, Guinea, Cape Verde, Morocco, Mozambique, São Tomé, Netherlands, Belgium, France, England, USA, Brazil, India
- Responsibilities: Strategic communication planning, public relations, media advisory, coordination with government and academic decision-makers, dialogue promotion on diversity, inclusion, and human rights
- Multichannel communication strategy on digital platforms (Facebook, X, LinkedIn, Instagram, website)
- Content curation, speaker selection, scientific contributions
- Event logistics, roundtable moderation, social event support
- Presentation of scientific communication
- Production of informational and editorial materials

Content Creation & Editorial Work

Editor & Content Producer | 2021–Present

Pop Junctions - Prof. Henry Jenkins (University of Southern California)

- Editor and producer for reference blog/portal on transmedia storytelling

- Prof. Jenkins is the world's leading authority on transmedia storytelling

- Information architecture and usability studies for redesigned website (launched 2021)

- Curation, editing, and management of multidisciplinary content (technology, science, design, society, storytelling)

- Strategic planning and publication management

- Content production for diverse digital platforms

- Created interviews on transmedia, gender, and technology topics

TECHNICAL SKILLS

Research & Analysis:

- Qualitative Research (NVivo, thematic analysis, grounded theory)

- Quantitative Methods (survey design, descriptive statistics)

- Mixed Methods Research Design

- Digital Ethnography & Online Community Research

- Monitoring & Evaluation Frameworks

- Basic Statistical Software Exposure (R, SPSS)

Digital Platforms & Tools:

- Content Management: WordPress, Notion, Trello

- Design: Adobe Photoshop, Canva, Figma (prototyping)

- Video/Audio Editing: iMovie, CapCut, VN Editor

- Survey & Forms: Survey Monkey, Google Forms, Typeform

- Social Media Management: Facebook, Instagram, LinkedIn, X, YouTube

- Analytics: Google Analytics

- Collaboration: Microsoft 365, Google Workspace, Zoom, Miro, Slack

Communication & Science Communication:

- Science Communication & Knowledge Translation

- Content Strategy & Digital Storytelling

- Public Relations & Media Relations

- Institutional & Corporate Communication

- Health Communication (patient education, public health campaigns)

LANGUAGES

- Portuguese: Native (C2)

- English: Professional Proficiency (C2) - Written and Spoken

- Spanish: Advanced (C1)

- French: Basic (A1)

PROFESSIONAL MEMBERSHIPS & NETWORKS

- Institute for Advanced Studies, University of São Paulo - Responsible AI Research Group

- DigiMedia Research Center, University of Aveiro

- AtGender - Netherlands

- Feminist AI International Network (Global South): Fair +

- Critical Theories of the Digital Research Line, University of Aveiro
- Former Advisory Board Member, Girls in Tech Brasil

REFERENCES

Attached in this document.

Declaration:

I certify that all information provided in this CV is accurate and true to the best of my knowledge.



Renata Loureiro Frade

Date:January 13, 2026

To Whom It May Concern:

Renata Fraude has been the editor of my website, *Pop Junctions*, since its redesign in 2022.

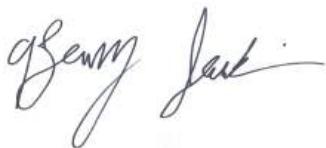
I met Renata Fraude in a class on transmedia storytelling that I taught at the NAVE school in Rio de Janeiro, Brazil, in 2008, accompanied by researchers from my research group at MIT. Years later, I was a speaker on Rede Globo and met her as part of the audience there. For several years, Renata Fraude maintained contact with some of these researchers, such as Dr. Geoffrey Long and Dr. Flourish Klink, and was invited to participate in the Futures of Entertainment conference in 2012, which linked transmedia studies to various fields such as sports and copyright.

When I redesigned my website in terms of interface (information architecture and visuals) and editorial line, she participated in the discussions and made suggestions for this new phase, *Pop Junctions*. As editor, Renata Fraude is responsible for reviewing and editing content published by guest authors in Brazil and produces content, particularly interviews, with renowned international scholars and experts such as Carlos Scolari, Catherine D'Ignazio, Lauren Klein, and Luiza Trajano.

Renata Fraude will also participate in the production of academic content planned for conference and publication through 2026, in which I will participate.

She has a very quick mind, broad interests, and great curiosity which have allowed her to plug into global conversations around the things that interest her the most, including emerging forms of storytelling, global communication, and digital feminism. Her writing on the latter have been thorough, thoughtful, and accessible, often in response to writers and thinkers who have not always sought to make their ideas accessible to a broader public. She has a strong work ethic and has been perhaps the most consistent and active contributor of all those I brought onto *Pop Junctions* when we reconfigured the staffing a few years ago. She steps up again and again, offering to do extra work, and delivering what she promises, a bit more so in most cases. Her involvement in conversations around the world should allow up to pick up roots and move to many different countries and instantly begin work as a professor and researcher. She will bring a wealth of knowledge – not to mention her passion and infectious enthusiasm – with her into the classroom making these ideas come alive for her students. She promises to make a great faculty member. I strongly recommend her for consideration.

In light of the above, I believe she meets all the necessary qualifications and strengthens any team she is part of.



Henry Jenkins



ARMIN KARCH
EXECUTIVE VICE PRESIDENT – GLOBAL COMMERCIAL OPERATIONS
FRESENIUS MEDICAL CARE
Else-Kröner Strasse 3

61348 Bad Homburg v.d.H.
Email: armin.karch@freseniusmedicalcare.com

To: Job Application
Subject: Letter of Recommendation

Date: 06/09/2025

This is a letter of recommendation for **Renata Loureiro Frade**, who worked at Fresenius Medical Care Brazil from 2006 to 2008, serving as Corporate Communications Coordinator.

During her time at Fresenius Medical Care, I had the opportunity to work with Renata Loureiro Frade and witness her consistent competence and dedication to delivering communication services. She was responsible for the following tasks and projects:

- Managing the work and responsibilities of the Corporate Communications department, serving employees, associated dialysis clinics, the manufacturing plant, clients, and external audiences such as medical societies and healthcare professionals.
- Conceiving and producing printed and digital media to promote the company's achievements, such as FMExpress, BRA, the website, Public Relations, etc.
- Engaging key area managers (Plant, Marketing, Human Resources, Medical/Scientific Board, Legal, Finance, etc.) in the development of tools and projects (e.g., intranet creation, integration events such as the launch of a new office), and training these managers for rollout. Holding regular in-person meetings with managers and clients to assess the impact of communications work and to make strategic realignments.
- Supporting commercial, marketing, and corporate initiatives such as the design, development, and participation in key activities like national scientific congresses, exclusive client events, and sales force meetings in various capital cities and in Buenos Aires, Argentina (where she presented the communications work to the local marketing and sales team).
- Involvement in the hiring and development of work by communication and marketing service providers, and management of resources according to annual budgets set by the company.

Renata Frade's key strengths include:

From a social standpoint, Renata Frade is a team player who easily engages with colleagues and leads effective communication campaigns aligned with company strategy.

In light of the above, I believe she meets all the necessary qualifications and strengthens any team she is part of.

Sincerely,
Madrid, 09th of June, 2025

A handwritten signature in blue ink, appearing to read "Armin Karch".

ARMIN KARCH
EXECUTIVE VICE PRESIDENT, COMMERCIAL OPERATIONS
FRESENIUS MEDICAL CARE

PAOLA MASCOLO
OFFICE ASSISTANT
GIM DICOM GMBH
LUISENSTRASSE 28
65205 WIESBADEN - GERMANY
Email: p.mascolo@gim-dicom.com

To: Job Application
Subject: Letter of Recommendation

Date: 09/06/2025

This is a letter of recommendation for **Renata Loureiro Frade**, who worked at Fresenius Medical Care Brazil from 2006 to 2008, serving as Corporate Communications Coordinator.

During her time at Fresenius Medical Care, I had the opportunity to work closely with Renata Loureiro Frade and witnessed firsthand her consistent competence, professionalism, and dedication to delivering high-quality communication services. At the time, I worked as Director's Assistant under Mr. Amin Karch. Renata and I collaborated on several initiatives to support "Fundação do Rim," including public relations efforts and hosting visits from representatives of the German government.

In 2008, we had another opportunity to work together during the Medical Congress in Rio de Janeiro, where Renata led the communication efforts for Fresenius Medical Care. Her strategic approach and attention to detail were instrumental in the success of the event.

She was responsible for the following tasks and projects:

- Managing the work and responsibilities of the Corporate Communications department, serving employees, associated dialysis clinics, the manufacturing plant, clients, and external audiences such as medical societies and healthcare professionals.
- Conceiving and producing printed and digital media to promote the company's achievements, such as FMExpress, BRA, the website, Public Relations, etc.
- Engaging key area managers (Plant, Marketing, Human Resources, Medical/Scientific Board, Legal, Finance, etc.) in the development of tools and projects (e.g., intranet creation, integration events such as the launch of a new office), and training these managers for rollout. Holding regular in-person meetings with managers and clients to assess the impact of communications work and to make strategic realignments.
- Supporting commercial, marketing, and corporate initiatives such as the design, development, and participation in key activities like national scientific congresses, exclusive client events, and sales force meetings in various capital cities and in Buenos Aires, Argentina (where she presented the communications work to the local marketing and sales team).

- Involvement in the hiring and development of work by communication and marketing service providers, and management of resources according to annual budgets set by the company.

Renata Frade's key strengths include:

From a social standpoint, Renata Frade is someone who easily builds rapport with colleagues and partners. Her strong communication skills, reliability, and collaborative spirit make her an exceptional professional and a valued partner in any project.

The supervisors and colleagues describe her as motivated, responsible, and reliable. Even in challenging situations, she acts confidently and solution-oriented. She navigates international and intercultural contexts with ease and place great value on a positive and respectful working atmosphere.

In light of the above, I believe she meets all the necessary qualifications and strengthens any team she is part of.

Sincerely,
Wiesbaden, 09 of **Juni**, 2025



**PAOLA MASCOLO
OFFICE ASSISTANT
GIM DICOM GMBH**

Thomas Gerlach

11/06/2025

President Actelion Pharmaceuticals do Brasil

To: Job Application

Subject: Letter of Recommendation

This is a letter of recommendation for **Renata Loureiro Frade**, who worked for Actelion Pharmaceuticals do Brasil from 2003 to 2006, serving as Public Relations, Communication Strategist, Science Communicator and Content Producer.

During her time working for Actelion Pharmaceuticals do Brasil, the at that time newly established affiliate of Actelion Pharmaceuticals in Switzerland, Renata was part of the challenge to establish the company and our first drug Bosentan in the Brazilian market and medical community. As we launched the first treatment option for a deadly disease, the challenge was big and Renata was part of this effort.

She was responsible for the following tasks and projects:

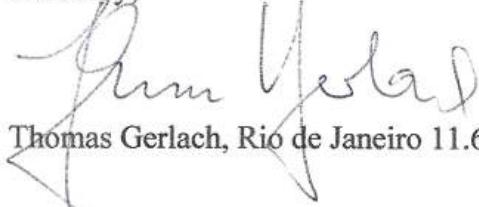
- Conceiving and producing printed and digital content to promote the company's achievements and its products results, such as newsletter.
- Science Communication: editing, writing, interviews with doctors and scientists to Jornal da Hipertensão Pulmonar publication.
- Engaging key area managers (Marketing, Human Resources, Medical/Scientific Board, etc.) in the development of tools and projects. Holding regular in-person meetings with managers to assess the impact of communications work and to make strategic realignments.
- Supporting commercial, marketing, and corporate initiatives such as the design, development, and participation in key activities like national scientific congresses, exclusive client events in Brazilian capital cities.
- Public Relations engaging Brazilian media press in Brazil.

Renata Frade's key strengths include:

From a social standpoint, Renata Frade is someone who easily builds rapport with colleagues and partners...

In light of the above, I believe she meets all the necessary qualifications and strengthens any team she is part of.

Sincerely,



Thomas Gerlach, Rio de Janeiro 11.6.2025

Currently CSO and co-founder of Pannex Therapeutics, New York, USA

NAME: Claudia Werneck

POSITION: general superintendent

ESCOLA DE GENTE – COMUNICAÇÃO EM INCLUSÃO

Address: Av. Evandro Lins e Silva, 840 - sala 819 - CEP: 22631470

email: cwerneck@escoladegente.org.br

To: Job Application

Subject: Letter of Recommendation

Date: june 12, 2025

This is a letter of recommendation for **Renata Loureiro Frade**, who worked for **Escola de Gente – Comunicação em Inclusão**, a nonprofit organization, from **2014 to 2017**, serving as a **Public Relations and Communication Strategist** and **Content Producer**.

During her time at Escola de Gente, I had the opportunity to work directly with Renata and observe her consistent competence, creativity, and dedication in delivering high-quality communication services. She was responsible for a range of tasks and projects, including:

- **Content curation and press office support** to strengthen institutional branding and promote social inclusion campaigns focused on people with disabilities. These efforts were often linked to cultural activities developed by the NGO, such as theater performances, accessible books, and advocacy campaigns for accessibility legislation.
- **Development of media strategies** targeting national outlets, as well as organizing meetings with key journalists to present the NGO's work, mission, and impact data.
- **On-site event support**, assisting with press relations and ensuring effective media coverage.

Renata Frade's key strengths include her strong writing and storytelling skills, strategic thinking, and deep commitment to inclusive communication.

From a social standpoint, Renata is someone who easily builds rapport with colleagues and partners. She is empathetic, collaborative, and brings a sense of purpose to every project she joins. Her ability to translate complex social issues into accessible narratives was instrumental in expanding the NGO's visibility and public engagement.

In light of the above, I believe Renata meets all the necessary qualifications and adds great value to any team she is part of. I highly recommend her for roles that require a blend of communication expertise, social awareness, and strategic insight.

Sincerely,

Rio de Janeiro, june 12, 2025

A handwritten signature in blue ink, appearing to read "Claudia Werneck". It is written in a cursive style with a horizontal line underneath.

Claudia Werneck

founder and general superintendent of Escola de Gente - Comunicação em Inclusão

VÂNIA ABREU DE FIGUEIREDO

**DIRETORA COMERCIAL
EDITORIA VALENTINA
ADDRESS RUA SANTA CLARA, 50 SALA 1111
Email: vania@editoravalentina.com.br**

To: Job Application
Subject: Letter of Recommendation

Date: 18/06/2025

This is a letter of recommendation for **Renata Loureiro Frade**, who worked for Editora Valentina from 2013 to 2019, serving as Public Relations, Communication Strategist and Content Producer.

During her time at Editora Valentina, I had the opportunity to work with Renata Loureiro Frade and witness her consistent competence and dedication to delivering communication services. She was responsible for the following tasks and projects:

- Strategic communication for the creation, development, implementation, and evaluation of the publishing house's institutional image among key stakeholders, including readers, the press, and book industry entities. This involved gathering and curating information — through meetings, interviews, and research on publishing market websites — in collaboration with literary agents, Brazilian and international authors, and the internal editorial team, to develop communication strategies for new releases targeting major media outlets as well as specific business segments and content areas.
- Public relations representation of the publishing house within the book market, engaging leading journalists who cover culture and publishing, with the goal of highlighting the company's distinctive value and securing press coverage. The role also included reinforcing the publisher's status as a key industry player for media inquiries (with this positioning maintained at least once a year). For authors who were unknown in Brazil or came from self-publishing, the role involved building and implementing a literary brand to introduce their work and unique qualities to the market — as in the cases of FML Pepper and Fernanda Belém, who achieved national visibility.
- Managed media communications for book launch tours in multiple Brazilian cities. Contributed to brand positioning, data collection, content planning for media coverage, and attended major national literary events such as the Rio and São Paulo International Book Fairs, as well as local events like Primavera dos Livros. At these venues, I pitched story ideas directly to journalists, whether scheduled in advance or present in the press room.
- Each book release was treated as a unique client, even for previously published authors, with tailored strategies that connected the new work to other titles in the catalog or broader themes — leveraging commemorative dates, news events, or everyday topics to increase media appeal. I also provided in-person press support during bookstore events organized by the publisher.

Renata Fraude's key strengths include:

From a social standpoint, Renata Fraude is someone who has a great relationship not only with the people directly linked to her work but also with the entire team.

In light of the above, I believe she meets all the necessary qualifications and strengthens any team she is part of.

Sincerely,

Rio de Janeiro, 23 de junho de 2025

Vânia Abreu de Figueiredo

**VÂNIA ABREU DE FIGUEIREDO
DIRETORA COMERCIAL**

EDITORAS VALENTINA

Bruno Valente Pimentel
Senior iOS Engineer/Contractor
Punch! Co & Tech
Email: valentebruno@me.com (Private)

To: Job Application
Subject: Letter of Recommendation

Date: 07/21/2025

This is a letter of recommendation for **Renata Loureiro Frade**, who worked at Punch! Comunicação e Tecnologia from 2009 to 2020, serving as Chief Communications Officer (CCO).

For 11 years, I was a partner of Renata Loureiro Frade, with whom I founded Punch! Comunicação e Tecnologia in Brazil. This company developed communication and technology products and services nationwide with national and international teams. It also conceived and developed award-winning multiplatform projects such as LitGirlsBr and Punch! for Writers.

We believe our products and services are conceptualized and developed with a high degree of innovation and originality. We develop mobile and web applications recognized by the public and the press, and innovative technology solutions, as well as position our clients' brands with excellent visibility among their stakeholders, achieving successful sales and market growth. Renata Frade and I have been invited to teach classes, workshops, lectures, and courses on transmedia, technology, digital books, digital business models, and entrepreneurship in technology developer communities such as Girls in Tech Brazil, for Gartner, and for the Frankfurt Book Fair, for example.

Renata Frade served as Chief Communications Officer (CCO), responsible for communication and marketing strategies, content production, public relations and social causes supported by the company, as well as collaborating in the development of some technology projects.

Renata Frade's key strengths include:

- **Strategic Vision:** Renata consistently demonstrates the ability to craft and execute comprehensive communication strategies that align with business objectives and foster organizational growth.
- **Innovative Thinking:** She has a remarkable talent for developing original concepts, leading to award-winning projects and groundbreaking solutions in communication and technology.
- **Leadership and Team Development:** Renata excels at leading multidisciplinary teams, inspiring collaboration among national and international partners, and mentoring talent across diverse projects.

- Content Excellence: Her expertise in producing high-quality content spans multiple platforms, ensuring messages are not only impactful but also resonate with varied audiences.
- Public Relations Mastery: Renata builds and maintains strong relationships with key stakeholders, enhancing brand reputation and securing positive media coverage and industry recognition.
- Adaptability and Innovation: She effectively navigates the dynamic landscape of digital communication, continually adapting to new technologies and market trends.
- Commitment to Social Causes: Her leadership extends to the integration of social responsibility initiatives, amplifying the company's impact beyond business goals.
- Educational Outreach: Renata is frequently invited to share her expertise at conferences, workshops, and academic forums, contributing to the broader professional community.
- Alignment with Company Values: Renata ensures that communication initiatives and project outcomes are closely aligned with the core values and vision of the organization, driving unity and purpose throughout all endeavors.
- Renata is particularly skilled at aligning communication strategies with technological advancements to deliver superior products and impactful communications. By leveraging emerging digital tools and platforms, she ensures that messaging not only reaches the intended audience but does so with maximum effectiveness and innovation.
- Her approach involves placing clients in the most suitable media environments, enabling their brands and products to evolve dynamically within the marketplace. This targeted media presence not only amplifies marketing reach but also fosters sustainable growth and a strengthened reputation across diverse sectors.

In light of the above, I believe she meets all the necessary qualifications and strengthens any team she is part of.

Sincerely,
Aveiro, July 21th, 2025



Bruno Valente
Senior iOS Engineer/Contractor
Punch! Com & Tech.