

# Bernardo Sousa

 Bernardo Sousa    bernardosousa@ua.pt    Portugal

## Experience

<b>Bosch</b> Project and Portfolio Management Internship <ul style="list-style-type: none"><li>- Supported all areas involved in the project, portfolio, and resource management within Home Comfort Group (HC).</li><li>- As an administrator of the Enterprise Project Portfolio Management software, I provided support to key and end users and assisted in tool development.</li></ul>	01/2024 – Present Aveiro
<b>CEFAMOL - Portuguese Mold Industry Association and AICEP Berlin</b> Trade and Investment Consultant - Inov Contacto <ul style="list-style-type: none"><li>- Conducted in-depth analysis of the German automotive industry, crafting a comprehensive market research report that evaluated customers, competitors, regulations, and technology trends.</li><li>- Managed commercial and economic documentation, organized industry events, and represented Portugal, AICEP, and CEFAMOL at international fairs, facilitating networking and showcasing products and services.</li></ul>	05/2023 – 12/2023 Berlin
<b>Ubiwhere</b> Business Developer <ul style="list-style-type: none"><li>- Conducted research and analysis on internationalization models for diverse foreign markets. Assisted in defining commercial approaches for key product portfolios, including the Urban Catalogue and Mobility Catalogue, contributing to the internationalization process.</li><li>- Formulated adaptive marketing and market penetration strategies for each product, taking into account evolving mobility trends and travel restrictions in the context of a Smart Cities company.</li></ul>	10/2021 – 06/2022 Aveiro

## Education

<b>University of Aveiro</b> PhD in Business and Economics <ul style="list-style-type: none"><li>- Researching Artificial Intelligence in Project Management.</li></ul>	2024 – Present
<b>University of Aveiro</b> Master's in Management	2020 – 2022
<b>University of Aveiro</b> Bachelor's in Business and Languages <ul style="list-style-type: none"><li>- English, German and Chinese.</li></ul>	2017 – 2020

## Skills

**Languages** — Portuguese (Native), English (C2), German (B1), Chinese (HSK3), Spanish (B1) and French (A2).

**Technical** — MS Office, Jira, Sciforma, PowerBI, MS Project, Google Analytics, SPSS, NVivo, HTML, CSS.

**Design** — Photoshop, Illustrator, InDesign, Premiere, After Effects.

**Project Management** — Agile, SCRUM, Lean Six Sigma.

## Certificates

Project Management Fundamentals - Bosch

Six Sigma White Belt - Six Sigma Society

English c1 - Cambridge Assessment English

Deutsch b1 - onSET

Google Analytics - Google

## **Publications and Presentations**

### **Competing with Intel and Nvidia: The Revival of Advanced Micro Devices (AMD)**

Sousa, B., Alves, C., Mendes, M., & Au-Yong-Oliveira, M. (2021, June). In 2021 16th Iberian Conference on Information Systems and Technologies (CISTI) (pp. 1-7). IEEE.

### **Internationalization of a technology research and development company in the post-Covid-19 era: The case of Ubiwhere**

Best Thesis Finalist ICIEMC 2023 - International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behavior.

## **Volunteering**

**Student Volunteer @ University of Aveiro**

2017 – 2022

**Volunteer @ Portuguese Red Cross**

2018 – 2021