

CURRICULUM VITAE

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TOMAS DONADIO

PhD Candidate in Development Studies, MBA, BSc.

PERSONAL DETAILS

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Nationality: Portugal and Brazil

Date and place of birth: 23 April 1988, Rio de Janeiro, Brazil.

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Urban Transitions Hub: <https://urbantransitionsclub.org/>

SUMMARY

PhD Candidate in Development Studies, research focus on the social aspects of smart cities and interdisciplinary knowledge on economics, development studies, urban studies, urban policy and politics, marketing, business and management. Tomas is an experienced professional in urban mobility and business management, having worked in public administration with public transport research projects and in telecommunications multinational companies with marketing and commercial planning. Leader in several projects involving mixed methods research, urban planning, mobility and accessibility, strategic planning, product marketing, business intelligence, data analysis and financial models. Attended extension courses on internet of things and smart cities. Participated in academic events on human geography and political economy. Main research outputs on smart city and urban policy.

1. DEGREES

2019 – 2023. PhD in Development Studies, Institute of Social Sciences, Universidade de Lisboa. Lisbon, Portugal.

Interdisciplinary research of the process of economic, social and political changes in modern societies. Sustainable transitions, urban development, urban planning, urban governance, ecological resources, urban-rural challenges, economic theories and development. Economic and development skills, sustainable development, transitions and transformations, urban planning, migration, urban development, environmental issues, public policies. Scientific research methods: qualitative: interviews, focus group, case studies; quantitative: basic data analysis (univariate, bivariate and multivariate analysis), statistical tests (parametric and nonparametric).

2013 – 2015. MBA in Business Management, IBMEC. Rio de Janeiro, Brazil.

Business Planning, Canvas Business Model, Knowledge Management, Design Thinking, Operations and Processes, Reputation and Corporate Governance, Statistics, Regression Models.

2007 – 2012. Bachelor's degree in Business Administration, Federal University of Rio de Janeiro (UFRJ), Faculty of Administration and Accounting Sciences. Rio de Janeiro, Brazil.

Marketing and strategy, Decision-making process, Ethics and corporate governance, Marketing research, Consumer behaviour, Statistics, Probabilistic and Deterministic Models.

2. OTHER EDUCATION AND EXPERTISE

2018. Internet of Things, Extension Course, Institute of Technology and Society. Rio de Janeiro, Brazil.

Urban Technologies, Smart Contracts, Compliance, Blockchain, Information Security, Challenges of Urbanism in the Age of Artificial Intelligence, Robot Ethics.

2017. Smart Cities, Extension Course, Institute of Technology and Society. Rio de Janeiro, Brazil.

Inclusive Technologies, Blockchain and Civic Innovation; Smart Cities: competition and collaboration. Possible futures for megacities; The vanguard of open government in Latin America; Relations between citizenship, internet and government; Development and design for the creation of solutions based on blockchain technology focused on transparency and automation.

3. PROFESSIONAL EXPERIENCE

2018 – 2019. Consultant and Associate Researcher, Lisbon City Council, Pedestrian Accessibility Plan Division, Department of Public Space. Lisbon, Portugal.

Responsible for the Access to Information in Public Transport project, with the objective of contributing to improve access to information, in order to provide better experiences, especially for people with disabilities and disabled disabilities, when using public transport services. Development of questionnaires on public transport satisfaction in Lisbon. Analysis of accessibility, usefulness and usability of information on public transport. Interaction with internal departments of mobility, operations, management, as well as with transport operators and NGOs.

2015 – 2018. Sales Management Consultant, Vivo Telefonica, Commercial Planning, Door to Door Channel. Rio de Janeiro, Brazil.

Led the project of restructuring the commercial model of the door-to-door channel with significant gains in the profitability margin of the business (R\$ 10.0mm/year). Responsible for the implementation and optimization of the geomarketing tool and the channel customer segmentation model to direct the sales force to regions with higher potentials. Managed channel transformation project in 2017. Revised business model, redefined strategy and created the transition plan to be implemented in 2018. Collaborated with the channel recovery plan focused on improving business quality through projects such as sales automation by cellular application and implementation of operation monitoring process. Performed the information management of the commercial planning area, taking care of the design, preparation and maintenance of the results reports.

2010 – 2015. Senior Marketing Analyst, Oi S.A., Residential Products Segment. Rio de Janeiro, Brazil.

Responsible for the synchronization work between commercial investments (communications, sales channels and product offerings), infrastructure investments (network deployment, network quality) and field operations (installation and delivery of products), maximizing results with the guarantee of the correct allocation and prioritization of CAPEX and OPEX. Created budget models for phone and internet products. Built and implemented the value proposition and marketing mix for residential customers of the phone, internet and TV products. Managed marketing surveys to redefine the offer strategy. Led and made team management focused on people development. Developed informational reports of results under the responsibility of the area through the collection and processing of data, as well as the organization of data to present them to high executive and management levels.

4. RESEARCH OUTPUT

2020. Donadio, T. (2020). Repensar a cidade inteligente ou voltar ao “antigo normal”? Uma reflexão sobre o caso de Lisboa no contexto da Covid-19. *Finisterra*, 55(115), 121-126.

2020. Constancio, Karina. “Lisboa olha para frente”, *Welcome Tomorrow Magazine*, 1. Outreach interview on urban mobility, April 2020, https://issuu.com/welcometomorrow/docs/035_af_wtwmag_pgsimples/50.

2020. Donadio, Tomas. The role of smart cities in the dynamics of social inequality and spatial justice. 3rd Annual Political Economy Meeting, Catholic Porto Business School, Porto University, Portugal.

2019. Donadio, Tomas. Como pode o transporte público ser melhor e mais acessível (How can public transport be better and more accessible.). *Smart Cities Portugal Magazine*, 2019/08/01: 42-44.

5. ASSOCIATIONS

2019. Member Collaborator, Research Group of Environment, Territory and Society, Institute of Social Sciences, University of Lisbon. Lisbon, Portugal.

2019. Member Collaborator, Urban Transitions Hub, Institute of Social Sciences, University of Lisbon. Lisbon, Portugal.

2018. Associate Member, Smart Technologies Centre. Rio de Janeiro, Brasil.

6. CERTIFICATIONS

2018. Business English, London EF International Language Centre. London, United Kingdom.

EF Advanced Diploma Certificate Program C2 EFSET/Council Europe Level.

2017. Yellow Belt Six Sigma Certification, Telefónica Vivo. Rio de Janeiro, Brazil.

Led the project initiative to reduce sales fraud through a process in the sales automation system (mobile application).

7. LANGUAGE SKILLS

Portuguese - Native

English - Professional proficiency (level C1)

Spanish - Elementary proficiency (level B2)

8. VOLUNTEERING

2018. Fruta Feia, a cooperative for channelling products from local farmers to consumers, vegetables rejected for aesthetic reasons. Lisbon, Portugal.

2017. Telefônica Vivo, Community Assistance. Rio de Janeiro, Brasil.

2016. Telefônica Vivo, Community Assistance. Rio de Janeiro, Brasil.

9. SOFTWARE SKILL

Research Support: SPSS, NVivo, Mendeley, Google Forms.

Geographic Information System: ArcGIS.

Presentations and Reports: Power Point, Word.

Projects Management: Microsoft Project, Trello.

Data management: Excel, Access, SAS, SQL, Power BI.

10. SCIENTIFIC AND SOCIETAL IMPACT

2020. Recuperação económica pós-Covid19: Plano, projeto e obra. Webinar. Ordem dos Engenheiros. Lisbon, Portugal.

2020. Platform capitalism during COVID-19. Sandro Mezzadra & Will Davies. Webinar. Goldsmiths Politics / Political Economy Research Centre.

2020. Economia e Território em tempos de pandemia, COVID-19: (Cons)Ciência Geográfica. Webinar. Instituto de Geografia e Ordenamento do Território da Universidade de Lisboa.

2020. Desigualdades e (in)justiça espacial: os impactos da crise COVID-19, COVID-19: (Cons)Ciência Geográfica. Webinar. Instituto de Geografia e Ordenamento do Território da Universidade de Lisboa.

2020. Cidade na pós-pandemia: desafios para o planeamento, COVID-19: (Cons)Ciência Geográfica. Webinar. Instituto de Geografia e Ordenamento do Território da Universidade de Lisboa.

2020. Replication in practice: Common challenges and enablers for the replication of smart city solutions. Webinar. EU Smart Cities Information System.

2020. Covid19, justice and sustainability in city, UrbanA Open Webinar. Urban arenas for sustainable and just cities.

2020. Covid-19: inequalities in the global south. International Association for Feminist Economics (IAFFE).

2020. Spatial inequality in the smart city, online seminar. Gran Sasso Science Institute webinar series in Regional Science & Economic Geography.

2020. Public is Back: Proposals for a democratic just economy. Webinar. Alternative Information Development Centre, Focus on the Global South, Public Services International.

2020. Mobility Talks: Analysis of mobility behaviour using data during and after the COVID-19 confinement. EIT Urban Mobility.
2020. Arquivo.pt - uma nova ferramenta para a investigação na era do digital. Webinar. Instituto de Geografia e Ordenamento do Território da Universidade de Lisboa.
2020. Evolução e desafios da corona-crise: trabalho, família e relações sociais, economia, desigualdades. Debate online. Associação Portuguesa de Economia Política.
2020. Inteligência Urbana e Coesão Territorial no Combate à Pandemia. NOVA Cidade.
2020. Regenerative Economies for Regenerative Cultures, Daniel Wahl. Webcast presentation. Culturgest.
2020. Annual Meeting of Political Economy. "Space, Time and Political Economy", Catholic Porto Business School. Porto, Portugal.
2020. Thesis project communication: "O papel das cidades inteligentes nas dinâmicas de desigualdade social e justiça especial". Annual Meeting of Political Economy. "Space, Time and Political Economy", Catholic Porto Business School. Porto, Portugal.
2020. Winter School. Economics, Innovation and Territory, University of Porto, Faculty of Economics. Porto, Portugal.
2019. Finisterra's annual lesson "The smart and safe city: curing time, speed and gender violence on the periphery of the network", Ayona Datta, professor at University College London (UCL). University of Lisbon Institute of Geography and Spatial Planning. Lisbon, Portugal.
2019. MetroGov3C - Governance in the Metropolitan Region of Lisbon in a context of conflict, competition and cooperation, Institute of Geography and Territory Planning of the University of Lisbon, Centre of Urbanism and Architecture Design, Instituto Superior Técnico, Portugal.
2019. Portugal Smart Cities Summit. Lisbon, Portugal.
2019. Smart Cities Tour 2019, Universidade Nova de Lisboa. Lisbon, Portugal.
2018. 2nd Seminar on Traffic Safety in Urban Areas, Infrastructure Portugal, Lisbon City Hall, National Laboratory of Civil Engineering. Lisbon, Portugal.
2018. Mobility and the future of cities, Institute of Technology and Society. Rio de Janeiro, Brazil.