

PÂMELA MOSSMANN DE AGUIAR

Gender Equality and Diversity Advisor



PROFILE

Since 2018, I have been furthering myself in Gender Equality and Diversity through readings, short courses, and my PhD thesis about gender-based price discrimination (Pink Tax). As a professional and feminist, I pursue working in an organisation where I contribute to making this world fairer and more diverse so that each one can exist and strive for their goals and dreams without fear of being free to be who they are.

Since 2021, I have worked as a project manager in the Gender@UC EEA Grants, a three-year action-research project that fosters social impact, namely in gender equality at the University of Coimbra (UC). This experience allows me and the project team to raise awareness and foster the debate and reflection about gender inequality in academia and research, particularly in the UC environment. Both the Gender@UC EEA Grants and my previous experience in two big companies in Brazil, in multicultural backgrounds, enabled me to interact with people from diverse contexts and origins, honing my empathy ability.

CONTACT

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EDUCATION

- **PhD Candidate in Political Science**
University Nova of Lisbon - 2024
- **Master in Marketing**
University of Coimbra - 2018
- **Graduate in Management**
Federal University of Rio Grande do Sul - 2010

LANGUAGES

- Portuguese (Mother tongue)
- English (C1)
- Spanish (C1)
- French (A1)

EXPERIENCE

- **Project and Science Manager of the Gender@UC EEA Grants**
Institute of Interdisciplinary Research of the University of Coimbra (IIIUC) - 2021-currently
As the Project Manager of Gender@UC, an action-research initiative that fosters gender equality in research careers and teaching content, prompted by the Institute for Interdisciplinary Research of the University of Coimbra (IIIUC), I manage various aspects to drive social impact within the academic community.
My key responsibilities encompass the strategic management of a comprehensive work plan consisting of 15 activities. As the project manager, I engage in effective communication with all stakeholders involved or interested in the project, facilitating training workshops that emphasise integrating a gender perspective into research and promoting inclusive and gender-sensitive communication.
In addition to these core responsibilities, I am responsible for generating project monitoring reports for the funding institution, collaborating closely with the University of Coimbra's project financial management team to ensure sound budgetary oversight. Furthermore, I play a pivotal role in the development of guidance materials on gender equality content, organise events to both publicise and disseminate the project's objectives and actively participate in external events, including those related to science communication. Additionally, I am responsible for planning and curating content on gender equality in science for various social media platforms, contributing to the broader outreach efforts of the project.
- **Marketing Researcher**
University of Évora, 2018-2020
 - Build a database of architects' and civil engineers' offices in Portugal
 - Carry out qualitative and quantitative research with architects and civil engineers in Portugal
 - Analysis of qualitative and quantitative (using SPSS) data collected to give insights to the project's team about Portuguese stone consumption
 - Write reports of results
 - Participating in events of the Portuguese stones sector
- **Senior Marketing Analyst**
Dell Computers of Brazil, 2015-2016
 - Organising and planning events for customers
 - Acting as a liaison between sales and marketing teams (marketing leads, sales incentives campaigns, etc.)
 - Procurement management
 - Budget management of the Marketing team (hiring suppliers, monitoring the payment process, registering new suppliers)
- **Senior Channel Development Analyst**
Oi Telecommunications, 2013-2015
- **Customer Care Executive**
Oi Telecommunications, 2010-2013

GENDER-RELATED COURSES AND SEMINARS - PARTICIPANT

- **Inequalities in Science: Women in Science**
Universidad Abierta de Chile - July 2023
- **Our talks: Feminisms**
University of Brasilia Law School - July 2023
- **Inclusive communication free of gender stereotypes in science**
University of Coimbra, Project Equal.STEAM - June 2023
- **STEAM, Gender & Mentoring**
University of Coimbra, Project Equal.STEAM - April 2023
- **From gender studies to gender studies in higher education in Portugal: balances, challenges and good practices**
Centre for Social Studies of the University of Coimbra, ENGENDER - February 2023
- **Gender Equality - Inclusive Communication**
University of Coimbra - May 2022
- **Rethinking Gender: Art, Politics, Media and Masculinities**
Centre for Social Studies of the University of Coimbra - October 2021
- **Feminism and Antiracism - Deconstructing myths**
Federal University of Santa Maria - January 2021
- **Feminism: Why we fight**
Castro Alves Political Training School - May 2020
- **An Introduction to Feminist Theories**
Universidad Abierta de Chile - November 2019

CONFERENCES

- (2024) 'Projeto Gender@UC - Resultados preliminares', III International Congress of CIEG, 31st January - 2 February.
- (2024) 'Políticas públicas para as taxas rosa', III International Congress of CIEG, 31st January - 2 February.
- (2022) 'Setting the Scene', chapter of my PhD Thesis presented in a seminar at the University Nova of Lisbon, 24th June.
- (2020) 'Possibilidades Coloridas: Reflexões Sobre o Consumo da Comunidade LGBTQ+', paper presented in CONASUM (Congresso de Administração do Sul de Mato Grosso), 17th December.
- (2020) Invited discussant of Lunch Seminar IPRI-NOVA, discuss the paper "Mind the (submission) gap: EPSR gender data and female authors publishing perceptions", 3rd July.

GENDER-RELATED COURSES AND EVENTS - SPEAKER

- (2023) Presentation on Gender@UC Project - Mainstreaming Gender in Academia and Investigation at the University of Coimbra, Seminar Faces of Violence, Instituto Piaget, Viseu, 14 December.
- (2023) Short course "A Taxa Rosa e a Desigualdade de Género" (4th edition). Taught in XI CONASUM and III Confacap, Online, 7 December.
- (2023) Workshop on Gender Mainstreaming in Research (3rd edition). University of Coimbra, Project Gender@UC, 19-20 September.
- (2023) Pep-talk on Gender Equality, Escola Secundária Dr. Joaquim de Carvalho, Figueira da Foz, 20 June.
- (2023) Workshop on Inclusive Communication. University of Coimbra, Project Gender@UC, 27 February.
- (2022) Short course "A Taxa Rosa e a Desigualdade de Género" (3rd edition). Taught in X CONASUM and II Confacap, Online, 8 December.
- (2022) Workshop on Gender Mainstreaming in Research (2nd edition). University of Coimbra, Project Gender@UC, 24-25 October.
- (2022) Participation as a researcher in the European Night of Researchers with the project Gender@UC. University of Coimbra, 30 September.
- (2021) Short course "A Taxa Rosa e a Desigualdade de Género" (2nd edition). Taught in IX CONASUM and I Confacap, Online, 17 December.
- (2021) Workshop on Gender Mainstreaming in Research (1st edition). University of Coimbra, Project Gender@UC, 29-30 September.
- (2021) Participation as a researcher in the European Night of Researchers with the project Gender@UC. University of Coimbra, 24 September.
- (2020) Short course "A Taxa Rosa e a Desigualdade de Género" (1st edition). Taught in VIII CONASUM, Online, 16 December. Available at: https://youtu.be/hh_XN2VUwv0

EDITORIAL

- Referee at Review R: I (International Relations), ISSN 1645-9199 (2020 – current);
- Referee at VIII CONASUM (Management Congress of South of Mato Grosso) (2020).

PUBLICATIONS ON GENDER

- Aguiar, Pâmela Mossmann de (2023, Forthcoming). POR QUE PRECISAMOS FALAR SOBRE A TAXA ROSA?, In: *Desafios Contemporâneos*, Cuiabá: UFMT.
- Barata, C., Leite, N., Aguiar, P. & Cavadas, C. (2023, April). Women scientists and funding for frontier research: Challenges and strategies of empowering female applicants for ERC funding. In Pecha Kucha session on Organising Support Services & Team Building and Open Science at the *European Association of Research Managers and Administrators (EARMA) Conference*, Prague, Czech Republic.
- Aguiar, Pâmela Mossmann de (2021, March) 'Um Olhar Feminista Sobre as Políticas da União Europeia: O Caso da Turquia', *Journal R:l.*, no. 69, pp. 187-192. DOI: <https://doi.org/10.23906/ri2021.69r02>
- Aguiar, Pâmela (2020, March) 'Políticas Públicas para a Promoção da Igualdade de Género', Working Paper published on the *IPRI website*. DOI: <https://doi.org/10.23906/wp59/2020>

OTHER COURSES

- **Agile Project Management Certifications**
Google & Coursera - November 2023
- **Project execution: How to execute the project**
Google & Coursera - October 2023
- **Project planning: How to bring it all together**
Google & Coursera - August 2023
- **UX/UI Design**
The Starter - August 2023
- **Project start: How to start a successful project**
Google & Coursera - July 2023
- **Project management fundamentals**
Google & Coursera - July 2023
- **Workshop: Front-end fundamentals**
University of Coimbra - April 2023
- **Workshop: Web Design fundamentals**
University of Coimbra - April 2023

TOOLS

- SPSS
- Microsoft Office
- Google Suite tools
- Trello
- Figma
- Adobe Color
- Canva
- LimeSurvey
- Zoom, Google Meets, Teams

OUTREACH

• **Projects Consultant**

Gender Matters, Sep/2023 - Current

I work as an external project consultant at Gender Matters, helping to organise and execute gender awareness events.

• **Projects Consultant**

Diversity & Inclusion Journey, Oct/2023 - Current

I work as an external consultant, facilitating and co-facilitating diversity and inclusion training for companies.

• **SoapBox Science**

Institute of Interdisciplinary Research of the University of Coimbra (IIIUC), 2022 and 2023 editions

I was part of the jury and organisation team of the editions of 2022 and 2023 of SoapBox Science in Coimbra, Portugal.

• **European Night of Researchers**

Institute of Interdisciplinary Research of the University of Coimbra (IIIUC), 2021, 2022 and 2023 editions

I was part of the organisation team for the editions of 2021, 2022 and 2023 of the European Night of Researchers in Coimbra, Portugal.

• **Podcast co-host and co-producer**

Caravela Brasileira, Sep/2019 - Dec/2021

The podcast Caravela Brasileira was about life in Portugal, where my podcast partner and I shared our experiences as Brazilian immigrants in Portugal. Activities I developed: content planning, writing scripts, creating and managing social network content, managing social network KPIs, contacting potential guests, making pitches for potential partners, managing communication with social network stakeholders (namely listeners), following up on results reports (growth in listeners and followers, for example), etc.

HARD SKILLS

- Gender studies
- Gender analysis
- Gender Implementation and Evaluation
- Training facilitator
- Project management

SOFT SKILLS

- Communicative
- Quick learner
- Dynamic
- Organised
- Responsible
- Empathy
- Driven
- Problem solver
- Time management