



I am the founder and owner of a design company called LT6 Marketing e Comunicação. Since it opened on 7th April 2000, I have been in charge of the creative department and strategic planning, as well as company management.

I was also a joint owner of a catering company where I was responsible for human resources, purchasing logistics, deliveries, and communication and marketing for the company and for all the events it held. I occasionally managed teams of around 75 workers at different events and at various locations around Portugal.

What is my personal approach?

When confronted with a specific problem and project, in overall terms I start by defining the strategies to be used and make it clear to the working teams that these have to be carried through so that we can successfully reach our final goal. In order to achieve this, I use the following personal strategy:

- 1) in-depth knowledge of the company's competitors and market trends;
- 2) identification of the drivers of productivity, reputation and differentiation;
- 3) clear, objective and quantifiable definition of action strategies;
- 4) development of strong working relationships based on criteria such as fairness and integrity and always with a positive outlook;
- 5) development of a working environment in which people are motivated and valued through recognition of their commitment and professionalism towards fulfilling the company's goals;
- 6) clear and critical analysis of the final results for inclusion in future strategies and new working methods.

This action strategy has been and continues to be optimised on a daily basis and reinforced during the development of different projects, of which I highlight a few:

- Conceptualisation, design, planning and construction of stands and furniture - strong and solid knowledge of carpentry, metal working (iron, steel and aluminium), lighting, etc.;
- Strong and solid knowledge in optimising and preparing production projects in the graphic arts sector (offset, small- and large-scale digital printing, vinyl, sculptures, lacquering, etc.) and construction industry;
- Conceptualisation, design, planning, construction and licensing of shops in the food and beverages sector. Extensive knowledge of administrative structures, legislation and technical installations;
- Leadership of multi-disciplinary teams (cooks, waiters, security guards, etc.) at catering events for 100-1000 people;
- Conceptualisation, design, planning, construction and creation of prototypes out of wire for domestic and garden tools and the design of the respective graphic media, such as labels and display cases for sales points.

What is my greatest asset?

I put everything I know into what I do. Whether as a product, graphic or interior designer, or as project leader or team member, I always try to find that element which brings added value, differentiation and success.

