

Vera Pinto Pereira

Executive Board Member at EDP Energias de Portugal SA

(Born 23.04.1974)

Professional Experience

April 2018
to date

EDP Energias de Portugal SA; CEO EDP Comercial

Executive Board Member at EDP Energias de Portugal SA
President of the Board at EDP Comercial
President of the Board at EDP Soluções Comerciais
Board Member at Fundação EDP

Jan 2014
to March
2018

Fox Networks Group

Lisbon, Madrid, London

Member of Executive Leadership Team Europe and Africa
&
Executive Vice President - Managing Director for Spain and Portugal

Spain and Portugal are two of the top FNG businesses in Europe. With approximately 180 people, distributed in two local offices (Lisbon and Madrid), these businesses develop and operate 15 channels in their local markets and deliver an additional 40+ channels to several other markets in Europe and Africa

The FNG portfolio includes all Fox branded entertainment channels, National Geographic factual channels, and other local brands such as 24 Kitchen & Viajar.

As Managing Director of Fox Networks Groups in Iberia, Vera also oversaw all National Geographic print, licensing and merchandising in the territory.

Pulsa Media

Barcelona

Non Executive Board Member

Pulsa Media is a TV Advertising Sales House, representing DTT and PayTV channels from several media groups operating in the Spanish Market
As a Non Executive Board Member, Vera oversees Pulsa's Strategic Business Development and Aggregated Commercial Strategy & Policy.

Sep 2007 –
Dec 2013

Portugal Telecom

Lisbon

MEO TV Service Director

Most relevant projects included

- MEO Pay TV service launch across 3 platforms: IPTV over ADSL, IPTV over Fibre, and Satellite
 - MEO over-the-top pay TV service launch - MEO Go!, on all devices – PC, tablets and smartphones.
 - Creation of a leading interactivity experience on TV
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Apr 2003 –
Sep 2007

TV Cabo Portugal – PT Multimedia (today NOS) **TV Service Director**

Lisbon

Jan 2001 –
Mar 2003

Innovagency Consulting **Founding Partner**

Lisbon

Sep 1996 –
Dec 1999

Mercer Management Consulting (today **Oliver Wyman**) **Associate**

Lisbon, Madrid, Paris, London

Education

INSEAD, 2000

Master in Business Administration (M.B.A.), Fontainebleau

Universidade NOVA de Lisboa – NOVA School of Business and Economics, 1996

Graduate & Post-Graduate Degrees in Economics

Languages

Portuguese and English (Native or bilingual); Spanish and French (Working proficiency)