

## **Introducing the jury member from the Polytechnic Institute of Setúbal, Portugal: Mrs. Lara Campos Tropa from IBM Portugal**



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Lara Campos Tropa has 22 years of professional experience in management, marketing and communications, and sales, dedicated to the Information Technologies and Industry Services.

With a broad international experience, Lara led various teams in Europe and in Portugal. For 5 years Lara was part of the IBM EMEA (Europe, Middle East and Africa) team, three of which based in Paris, and two in Madrid, where she took on several roles, including management positions for the Pervasive Computing Business and change management for the PC business, among other responsibilities in Marketing and Communications.

Back in Portugal, Lara was Head of Marketing, Communications and Citizenship for IBM Portugal, between 2011 and 2016, contributing to elevate IBM's brand in the market. In 2016 Lara was nominated to lead one of the core sales business units to grow the business in the country and most recently became IBM Partners Ecosystem Leader as this area turned the main go to market strategy for the company.

Lara is also a board member of the American Chambers of Commerce in Portugal since 2016 and a member of the Executive Strategic Council for Digital Economy of CIP (Confederation of Portuguese Business) since 2020.

Lara Campos Tropa is graduated in Management and Administration, specialized in European Studies, by Instituto Superior de Ciências Sociais e Políticas, Universidade Técnica de Lisboa. She has an international certification on Corporate Education for Core Business Program, from Duke University, EUA. In 2012, she finished two years Leadership Development Program by IBM Corporation, and in 2018 was part of 50 Worldwide Managers Champions Group, a very distinctive group of exemplary leaders. She recently successfully graduated from London Business School with IBM Business and Industry Insight Program.

Lara was born in March 1976, is married and has 2 boys with 13 and 8 years old.