



Ana Paula Marques

She was born on December 3rd, 1973. Graduated in Economics from the Faculdade de Economia do Porto (FEP), she completed an MBA, at INSEAD, in 2002, in France and Singapore. She also attended Executive Education Programs at IMD in Lausanne and Harvard Business School.

She initiated her career in Marketing at Procter & Gamble, between 1996 and 1998. In 1998, she joined the SME Business Unit at Optimus. She was Marketing Director of the Mobile Residential Business Unit, from 2003 to 2007, having accumulated the role of Brand and Communication Director starting in 2005. Between 2008 and 2009, she was Marketing and Sales Director of the Mobile Residential Business Unit.

From January 2010 until September 2013, she was Executive Board Member of Optimus overseeing the Marketing and Sales department of the Fixed Residential unit, Customer Service, Operations and Transversal Programs.

Between 2011 and 2014 she was President of APRITEL (Portuguese Association of Telecom Operators).

Since 2013, she is a member of the Executive Board of Directors at NOS SGPS and Vice-President since April 2019, overseeing the areas of Transformation, Digital, People and Organization, Brand and Communication, Customer Service, Logistics, Installation and Maintenance, among others.

Since 2016, she is Non-Executive Board Member of SportTV.

She is also a Guest Professor at Porto Business School, since 2007, and at Faculdade de Economia do Porto, since 2013.