



**Alexandre MENDES** is Executive Director at Startup Braga. He has a degree in Psychology and learned as much in books, podcasts, MOOCs and surfing on iTunesU or Youtube. His work focuses on the intersection of Psychology, Business and Technology, especially when adding Social Value. In 2018-2019, he has been deeply engaged in the following macrotopics: How to match the skills that the job market is looking for with the skills that people are offering; How to develop new skills; Innovation; Tech's impact on the future Society; Leadership; Entrepreneurial mindset; How to build Entrepreneurial and Business resilient Ecosystems. Previously, Alexandre has worked in HR Departments in major companies in Portugal and then moved to support knowledge transfers from universities to the surrounding communities. He has also co-founded his own company, Os tais (do video), a video company that is now a steady company. As part of the entrepreneurship community in Portugal, Alexandre has worked to foster the needed conditions to help entrepreneurs thrive, by supporting the development of an innovation mindset, organising events, networking and matchmaking, but also by providing advice and sharing his experience in universities and working with entrepreneurship agencies in Portugal. In the last couple of years he has been consulting start-ups on the scaling challenges, with a specific focus on leadership development and team building. Simultaneously, he has worked with some multinationals to help them foster consistent and meaningful innovation and entrepreneurial practices and cultures. Throughout his career, Alexandre has developed a set of soft skills enabling him to collaborate in different roles with a several companies in different industries.