

Ms. Isabel Amorim



Graduated in Business Administration, Isabel has an extensive experience in major media groups, such as The New York Times, El País and Editora Abril.

With a deep knowledge of the corporate culture of Latin America, Europe and the United States, she has a postgraduate degree in Communication from the University of São Paulo (USP) and in Global Management from IE Madrid, as well as an MBA from the

Business School of São Paulo and Rotman School in Toronto.

Before she was appointed in 2019 as the Chief Executive Officer of Ecad, Isabel was head of Communications for the city hall of São Paulo, the biggest city in Brazil. She also has experience in the fields of digital and commercial.

Ms. Valéria Pessoa



Graduated in Production Engineering from PUC-Rio with GBA (Global Business Administration) in Leadership and People Management, Valéria has more than 20 years of experience in Information Technology and 10 years in Operations working in the areas of IT, Supply Chain, Supplies, Quality, Production, Maintenance and Customer Service, having led the execution of major strategic projects in the IT and Operations areas.

She was appointed as the Chief Information Officer of ECAD in 2021, after having worked in one of the world's leading ophthalmic optics company for more than 20 years.