

Tiago Cunha Martins

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Economist & Senior International Consultant working with national governments, international organisations, startups, companies and Academia in the intersection of policymaking, technology, and the economy. I bring a dynamic and multistakeholder approach to teams and projects on Govtech, Public Sector Innovation, Digital Governance, and Entrepreneurship. I have successfully guided.

Professional Experience

 Since Aug 2023	Senior International Consultant - Beyond Innovation International Consultant for a wide range of organisations: EU and International Organisations, Governments, Central and Local Public Administration Bodies, Corporate companies and startups, and Academia, providing expertise on Digital Governance, Digital Policy, Digitalisation, Entrepreneurship, and Science, Technology and Innovation ((CT Research)).
 Since Aug 2024	Senior Board Advisor – Foundation for Science and Technology (Portugal's National Agency for R&D&I Policy) Advise on Govtech, Innovation and Digital Governance to the Board of Directors, responsible to oversee and manage science and technology programme, including ones founded by the Resilience and Recovery Plan (e.g. " Science + Digital " and " Science + Skilling ")
 Since August 2023	Cooperation for Development & Digital Governance Expert European Commission (Brussels and Geneva)) As a representative of a national government or freelancer, I've been collaborating with the European Commission (COM) and other EU institutions on initiatives related to Digital Policy (including e-government), Competitiveness (Innovation, Industry, and Entrepreneurship), and Cooperation for Development Policy (Digital Governance). Recent projects: ▪ Since June 2023 - Digital for Development & Governance Expert at the Knowledge Hub Digital (a Technical Assistance Facility of the COM) - provided expert advisory and capacity-building services to the COM and the European External Action Service, working on e-services, digital governance, digital connectivity, digital skills and entrepreneurship, and Science, Technology and Innovation. My stakeholders span governments, public bodies, and diplomats from Africa, Europe, and South America. ▪ Since January 2024: Interoperability and AI Advisor to the Publications Office of the EU - "PUBLIO Virtual Assistant" Project, helping to assess AI-driven solutions to improve interoperability across the COM and national public administrations. ▪ Since September 2021: Industrial Policy Expert - Involved in COM working groups related to the "Industrial Ecosystems" framework (European Industrial Policy) (focused on the Digital, Electronics, Health, Culture & Creative Industries and Retail ecosystems).
 Since January 2023	Senior Project Officer and Freelance Consultant Industrial and Innovation OECD (remote) As a national government representative or freelancer, I've been collaborating with the OECD on public sector digitalisation and digital governance initiatives. Recent collaborations: ▪ Since April 2024 - SIGMA Programme Consultant to analyse data, interact with stakeholders and propose an action plan for a comparative study involving Portugal and Serbia on internet governance. SIGMA is a joint initiative of the OECD and the EU to strengthen public governance of public bodies, enhance horizontal governance, and improve the design and rollout of public reforms. ▪ January 2022 - April 2024: As a representative of the Portuguese Ministry of Justice (MoJ), I've co-led the collaboration between the OECD and the MoJ on the Impact Evaluation to assess the Modernisation of the Justice Sector in Portugal (funded by the COM).
 Since June 2021	Senior Policy Officer on Industrial and Innovation Ministry of Economy & Digital Transition (Portugal) ▪ Analyzed data, conducted impact assessments, and contributed to developing national and European policies, programs, and projects for Industry, Entrepreneurship, Science, Technology, and Innovation. I monitored the EU's Industrial and Digital Policies, including the EU's 2030 Digital Decade Strategy, the European Digital Strategy and the European Data Strategy). ▪ Monitored the EU's foreign policy initiatives related to digital cooperation and connectivity infrastructure, including the Digital Cooperation Strategy, the Global Gateway Initiative and the European Data Gateway Platform.
 October 2022 April 2024	Advisor on Govtech, Public Sector Innovation & Digital Policy to the State Secretary for Justice - Ministry of Justice Advise the State Secretary and collaborate with public bodies to promote their digital transformation and develop people-centred services: ▪ Political Advisory: wrote speeches, policy briefings, and keynote presentations and advised on legislative initiatives related to digital policies (e.g. the AI Act, DSA/DMA, and the Data Act). I also assisted the state secretary in over 30 international events and was a speaker at over 10 events on Digital Transformation, Govtech, Innovation, and Artificial intelligence. ▪ Policy Development: Developed and led the implementation of the Ministry's GovTech Strategy, an initiative with a budget of EUR 27,000,000 focused on skilling, agile project implementation, and nurturing enabling relations with the innovation ecosystem. ▪ Project Management: Coordinated the Justice LAB, a tailor-made executive education program focused on leadership, digital transformation, and change management (attended by 250 professionals). I also orchestrated the rollout of 12 innovative projects, including the Intelligent Guide to Justice (GPI), the first Gen AI tool a government uses worldwide. ▪ Programme Planning: Developed a Strategic Plan for the Justice HUB, the National Innovation Center.
 May 2020 Jun 2021	Senior Consultant on Digital and Innovation Policy Digital Transformation Agency "Portugal Digital" Starting as a graduate trainee, I have successfully been promoted to senior consultant in this cross-ministerial effort. ▪ Contributed to the "National Action Plan for Digital Transition" implementation and researched for the National AI and Data Strategies. ▪ Advised on EU and national digital policies, mapping key legislation and assisting in the Portuguese Presidency of the EU (2021).

 Mar 2017 Present	Senior Consultant on Policy Affairs, Communications & Digital Technology Global Interface Advisory for the private and public sectors (governments, universities and public agencies) on EU digital and technology policies and international business development and communications. Highlight two of the clients: ▪ 2019 – 2022: Political Communications Advisor at the Cabinet of the Deputy Secretary-General of a major political party, co-coordinating campaigns (European and national elections), providing social media management, desk research and policy analysis. ▪ 2018 - 2019: Advisor to the CEO on EU Funds and Business Development at MAVE Holdings (The Netherlands and Bulgaria).
 Oct 2020 – Feb 2021	Communications & Stakeholders Lead on Digital Innovation @ European Commission (Belgium) Worked at the Directorate-General for Informatics (DIGIT), specifically in the team that handles IT, interoperability, connectivity, and data-driven projects within the Commission. In this role, I provided policy analysis, writing reports, and project management: ▪ Advanced the iLab - Digital Innovation Lab of the European Commission implementation. ▪ Managed communications and liaised with key stakeholders within the European Institutions and across EU Member States, academia, startups, and national public administration, which involved creating technology and public sector innovation-related content for official websites, co-organised 4 raise awareness events and 40 outreach and stakeholder engagement meetings.
 Sep 2019 - June 2023	Academic Assistant on EU Affairs & Digital Policy @ NOVA University of Lisbon (Portugal) Assistant in the Department of Political Studies & International Relations, specialising in European Affairs. ▪ Network on behalf of the Professors (Catherine Moury and Marco Lisi) vis-à-vis EU and Governmental institutions ▪ Organized and produced 12 online and offline events, managing all related logistics and media communication campaign tasks, including the “NOVA Europa talks” and online series with MEPs and EU Officials (run between April 2020 and May 2021).
 Sep 2017 Jul 2019	Public Diplomacy & Project Management on @ Portuguese Ministry of Foreign Affairs (Lisbon & Porto, Portugal) Collaborated with the Secretary of State for the Portuguese Communities Abroad: ▪ Contributed to develop the National Diaspora Investor Support Program (PNAID) ▪ Support to the Diaspora Investors Office (GAID), facilitating meetings and analysing investment opportunities. ▪ Two years managing stakeholders’ relations (government, business and community leaders) and operational coordination of the business exhibition Fair (100+ companies/500+ persons involved) at the Diaspora Investors Summit (2017 and 2018). ▪ Guest speaker at the first World Congress of Portuguese Diaspora Networks 2019
 Jun 2017 May 2018	Sr. IT Analyst & Project Lead Cognizant Technology Services (Budapest, Hungary) Project assistance to top-tier clients worldwide, collaborating within multinational and multidisciplinary teams, serving as IT support expert, Corporate Communications Strategy, Project Lead and Policy Analyst: ▪ IT support and cross-department coordination. I speak EN, PT, ES, and FR and assist with knowledge transfer, process implementation, and new account onboarding support. Our team's Service Level Agreement has improved by 10%. ▪ Elaborated policy reports and impact assessments on Digital Policy, namely on the General Data Protection Regulation.
 Sep 2016 Feb 2017	Policy Analyst - Francis Vals Fund S&D Secretariat at the European Parliament (Brussels, Hungary) Collaborated with the Secretariat teams, producing notes and analysis, operational support at events and parliamentary meetings: ▪ Followed the Committees on International Trade, Foreign Affairs, Industry and Energy, as the Delegations with LATAM India and Japan. ▪ Monitored the legislative and non-legislative initiatives related to European Commission's Digital Single Market Strategy. ▪ Created two Media monitoring tools (Newsletter and Press Review), used as best practices across the Secretariat. ▪ Organized six relevant events, including political meetings, media and policy training, and visits.
 Jun 2013 Sep 2016	Board Member and Head of Public and Corporate Affairs siosLIFE (Braga, Portugal) Transformed the Business Modelo, to focus on the Public Sector, with awarded by the European Commission ('14), Microsoft ('15) and Oporto City ('16). Led the Marketing & Public Affairs team, which signed 5 private-public sector partnerships and increased the company revenues. Involved in 100+ Fair Trades and Conferences on topics such as IT, connectivity, healthcare and aging technologies.
 Jan 2014 Sep 2015	Co-Founder & Managing Director Viana Live Events & Entertainment Startup (Viana do Castelo, Portugal) A one-stop-shop for Corporate & cultural events (programme design, logistics, communications and production), having founded a Musical Festival with a budget of EUR 120.000, overseeing 100+ staff. Attended by 10,000+ participants with a 20% ROI
 Mar 2012 Jul 2016	Consultant on Public Policy & Economic Development Alto Minho Regional Public Agency (Portugal) ▪ Set 2015 – Jul 2016: Developed 4 Economic Development & Social Innovation Projects on Healthcare, Marketing and Digital Transformation (EUR 5 million in total) and monitored EU Funds (Portugal 2020 and INTERREG V-A Espanha-Portugal 2014-2020). ▪ Oct 2011 - Aug 2015: Board Member of the Regional Entrepreneurship Network, having co-facilitated 30 events.
 Oct 2011 Nov 2013	Head of Project on Gender Equality VNC Social & Local Development Association (ADSL) Headed the EU-funded project implementation, leading all managerial functions (Operations, Finance and HR), including the Entrepreneurship Office - increased 10% of women in leadership positions in the region, supported the creation of 15 new startups. ▪ 23 conferences, workshops and roundtables on Entrepreneurship (2000 participants) and Employability (300 participants). ▪ Delivered professional Marketing and Business Management training for 30 participants (600 hours of classes). ▪ Implemented a Communication Plan that increased social media engagement by 500% and impacted 250.000 citizens.

Academic Background

 2024 - 2025	Professional Certificate in Digital Policy University College Dublin Certificate focused on evaluating, implementing, and studying core issues related to digital policy
 2024 - 2025	Master in Public Sector Digitalization ISCTE University Institute of Lisbon Master thesis to propose the creation of a Govtech and Collaborative Implementation Innovation Framework for the Public Sector.
 2023 - 2024	Graduate Diploma in Public Sector Digitalization ISCTE University Institute of Lisbon Public Governance and Management; Ethics and Cybersecurity; Data-driven policymaking, Big Data and Artificial Intelligence.
 2022 - 2023	Executive Programme in Innovation & Digital Transformation in Justice (Public Sector) Joint Programme by NovaSBE Executive Education and ISEG - Executive Education (Justice LAB) Advanced Program focused on Strategic Management, Digital Transformation, and Leadership in Times of Change and Innovation.
 2019 - 2023	Master in Political Science & International Relations - European Studies NOVA University of Lisbon EU Institutions and Policies. Thesis on the European Digital Strategy.
 Since 2019	Master in Information & Enterprise Systems Instituto Superior Técnico - the University of Lisbon (attending) Information Technologies, Systems Architecture, Programming (Python), Database management (SQL), Data Analytics
 2018 - 2019	Graduate Diploma in International Relations London School of Economics and Political Science International Organizations, International Political Economy and Politics & Policies of the European Union.
 2016 - 2019	Master in Business Administration IPVC Technology & Business School Thesis on Economic Diplomacy – The Diplomacy of cities and regions («Alto Minho Diaspora Network»).
 2007 - 2010	Bachelor in Economics Oporto Global University Macroeconomics, Econometrics and European Economy & Finance.

Professional Skills

Languages	Digital & Information Technologies
English – Fluent	Digital technologies Certificate AI, cloud, IoT, quantum, connectivity networking.
Portuguese – Native	Productivity and Collaboration Information Systems (SAP), Microsoft & Google suites.
French & Spanish – Advanced	Digital Marketing Certificates Data Analytics, WordPress & Social Media Management

Public Policy and Civic Affiliations

 2020 - 2023	Vice-President Portuguese Association of European Studies (PT and BE) Managed a community of young professionals and organised high-level conferences with EU officials and academic stakeholders.
 2014 - 2018	Erasmus+ Programme ES, LT, HU, NL, DE, BE, among other countries in Europe European Volunteer in Cyprus on a contemporary art project and attended Youth Exchanges & Training Courses around Europe.
 2013 - 2017	Elected City Council Member Municipality of Viana do Castelo (PT) Focus on economic, cultural empowerment and youth policies.
 Mar 2013 Mar 2015	VP Public Affairs & Head of Marketing & Communications Juventude de Viana Hockey Club (Portugal) Created and led the Marketing Department: 60 events; increased partnerships by 200%, sales by 30% and the annual budget by 20%. Partnered with a University to develop a Sports Management tool (1st in Portugal).
 2012 - Present	Co-founder and President SPOT – Creative Interface Youth & Cultural Development NGO Promote professional development among young artists with fewer opportunities, and promote a diverse cultural programme.
 2011 - 2015	Regional President & National Council Member Young European Socialists (PT) Co-founded the local office, served as regional president, coordinated local, national and European campaigns, created benchmark initiatives (e.g. Junior MEP and the Rural World Forum), 200+ staff and reached 250.000 people, and increased membership by 30%.
 2010 - 2011	VP External Relations & Head of Public Affairs AIESEC International @ Portuguese Catholic University Led the 11-member sales team, managed key stakeholders' relations, created new revenue streams, including the public sector, and organised 50+ corporate presentations and training and leadership conferences.