

## Sandra Melo, Portugal



*“Key factors for professional success: hard work, tough attitude, self-respect and limit the boundaries in a clear way.”*

### Sandra Melo’s professional background

- Head of the Department of Applied Intelligence and Analytics Intelligence from Centre of Engineering and Product Development.
- Post Doc at Instituto Superior Tecnico on the “Evaluation of Sustainable mobility policies.”
- Ph.D. at Faculdade de Engenharia da Universidade do Porto/ Faculty of Engineering at the University of Porto.

### Sandra Melo’s story

Sandra completed a Post Doc at Instituto Superior Tecnico on the “Evaluation of Sustainable mobility policies” and a Ph.D. at Faculdade de Engenharia da Universidade do Porto, investigating the influence of the power of the local context on the performance of last mile ‘best practices’ towards a more sustainable mobility, considering public and private (freight and passenger) transport. She also holds a Master’s on Urban planning and a Civil Engineering graduation degree. She has extensive experience as consultant on Transport Policy and Planning, technical coordinator of national and international projects, trainer and researcher on sustainable freight transport, transport policy evaluation and transport behaviour decision-making.

Sandra is one of the coordinators of the cluster “Transports and Logistics” of the Network on European Communications and Transport Activities Research and of the scientific committee of the National Group of Research on Transports. She is

author of more than 40 papers and presentations approaching the topic of sustainable mobility of passengers and freight and has been awarded four times with prizes that recognize her scientific and professional work.

*“Don’t give up at the first obstacle.”*

She finished her PhD on Civil Engineering in 2010 and since then, she has been dedicated to the design, implementation and evaluation of sustainable mobility policies.

Sandra says the emotional intelligence of her mother and the practical entrepreneur spirit of her father strongly influenced her career choice.

She grew gradually, reaching the position of Coordinator of the Department of Applied Intelligence and Analytics Intelligence (CEiiA) in 2021.

CEiiA designs, develops and operates innovative products in the mobility industries, namely Automotive and Urban Mobility, Aeronautics, Ocean and Space, where she is has technical responsibility for the coordination of projects, mentoring and exploratory research.

Sandra says she works *“in companies that respect the balance between private and professional life.”* She considers as *“key factors for professional success: Hard work, tough attitude, self-respect and limit the boundaries in a clear way.”*

As an entrepreneur, Sandra realised that being successful involves making certain sacrifices in private life and consequently, has always chosen to work in companies that respect balance between private and professional life. Requiring that balance is a choice of living that positively impacts her work.

Her piece of advice for newcomers: *“Don’t give up at the first obstacle.”* She also made a recommendation: *“force projects to include a gender minimum percentage (not only in the project team composition but also in the outputs of the project).”*



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