



**Paula Matos Marques Simões**  
Vice Dean and Professor at Fundação Dom Cabral

Vice Dean of Fundação Dom Cabral (FDC) as of January 2021, responsible for the Knowledge and Learning area, which includes the areas of faculty, research, education and innovation.

She holds a PhD in Organizational Change Management from Newcastle University, United Kingdom and a master's degree in Marketing and Strategic Management from *Universidade Federal de Minas Gerais* (UFMG), Brazil.

Paula Simões has served as Associate Dean for Faculty and Research, and Professor of Marketing - *Fundação Dom Cabral*. Paula has also worked as Associate Dean of MBA and master's programs at FDC.

She has served as department head, professor and research project advisor in several educational institutions including *Instituto Brasileiro de Mercado de Capitais* (IBMEC), *Fundação João Pinheiro* (FJP), and *Faculdade de Ciências Humanas de Pedro Leopoldo* (FPL).

She has experience in organizational diagnosis and consulting, with emphasis in the marketing area, including planning and coordination of customer loyalty campaigns, implementation of quality service projects and structuring of marketing departments.