



Mariana Santos Couto Silva, MSc

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Turning complex problems into scalable solutions, sustainably.

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SUMMARY



Project Manager with experience across research, startups, and NGOs, leading multidisciplinary projects from concept to implementation. Skilled at designing scalable initiatives, coordinating stakeholders, and turning complex challenges into actionable solutions. Passionate about building efficient systems, empowering teams, and driving innovation.

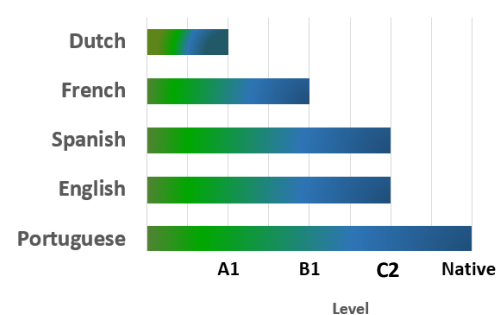


Strong communicator and community builder with extensive experience delivering workshops, training programs, and international presentations. Recognized with 10+ awards and fellowships for leadership and innovation, with a track record of engaging diverse audiences across academia, entrepreneurship, and public initiatives; +30 workshops and trainings.



Experience in roles as Marketing and Project manager used to fast-paced international environments. Led the development of a cross-sector data platform connecting academia, industry, and pharmaceutical stakeholders in the azole ecosystem, supported by a €75k competitive research grant (2023): managed project strategy, stakeholder coordination, and platform development to improve data accessibility and collaboration.

SKILLS



ENTREPRENEURIAL & SCIENTIFIC EXPERIENCE

ColorADD®, Portugal

- **Operations Manager - social department** December 2025 – current
- **Social Media Manager** January 2026 – current

POP HUB, Portugal

- **Project Leader and Grant Writer** (European funding) February 2025 – 2026

Wageningen University & Research, the Netherlands

- **Academic advisor and Consultancy trainer** September 2023 – December 2025
- **Entrepreneurship Students Support** – Corporate Value Creation September 2023 – August 2024
- **Project Leader** - ASPAR_KR project January 2023 – January 2024
- **Researcher** - Laboratory of Genetics September 2021 – August 2023
- **Vice-president & Secretary** - International Student Organization Wageningen (ISOW) August 2017 – August 2018
- **Content Writer** - International Students Blog January 2017 – January 2018

Amsterdam Institute for Advanced Metropolitan Solutions, the Netherlands

- **Guest lecturer** – *Entrepreneurial Skills* course January 2024

INITIATIVES & START-UPS

- COO** – [Ezyclients](#) | SaaS company to support immigration lawyers June 2025 – December 2025
- CEO & Founder** - [KnusWear](#) | Apparel brand April 2023 – 2025
- CEO & Co-founder** - [PlantWizard](#) | Horticultural software tool June 2021 – January 2024
- Events Manager** - [ESN Aveiro](#) | International student network September 2014 – August 2016
- Podcast Host** - [Penso Rápido](#) | personal bi-weekly podcast May – November 2023

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AI AND BIOINFORMATIC-RELATED COURSES

- May 2023 - September 2023 • **Web development: html, C++, Java**, Winc Academy (sponsored by STAP-budget), the Netherlands
- 20th June 2021 • **Technical Blockchain: Smart contracts**, Emerging Horizons (Blockstart program)
- 15th June 2021 • **IoT & Blockchain**, Multitel and ChainPoint, (Blockstart program)
- 18th-23th October 2020 • **Data Science and Artificial Intelligence**, Wageningen University & Research (WUR)
- January - February 2020 • **Metagenomics using Supercomputing**, Supercomputación Castilla y León (SCAYLE), Spain

AGILE, PM, AND MARKETING-RELATED COURSES

- 31st March 2026 • **Social Media Advertising**, Santander Open Academy (Remote)
- 30th March 2026 • **Digital Marketing**, University of Chicago (Remote)
- 17th March – 10th April 2026 • **Project Management with Agile**, Smarter Execution (DGERT and PMI® certified)
- 7th -15th December 2025 • **Storytelling methods**, AY Association (Druskininkai, Lithuania)
- 16th - 18th October 2025 • **Project Management and Agile methods**, Santander Open Academy (Remote)
- 10th – 23rd August 2023 • **Digital Communication**, AltVentures (Thessaloniki, Greece)
- 6th - 15th February 2023 • **Social Crowdfunding**, MVNGO Partenze (Dolomites, Italy)
- 10th - 19th July 2021 • **Communication and Storytelling**, Via Civic Association (Dobrinishte, Bulgaria)

SELECTED FELLOWSHIPS, AWARDS and HONORS

- 2023 • **D3-C2 grant** | Wageningen University Investment Fund, Wageningen, the Netherlands
- 2022 • **INTERREG grant** | Oost.nl, Wageningen, the Netherlands
- 2021 • **IMFAHE Talent Award** | IMFAHE, Boston, USA
- 2021 • **IMFAHE Shark Tank Finalist** | IMFAHE, Boston, USA
- 2020 • **Research Grant** | BiomeMakers, Valladolid, Spain
- 2017 • **FOS Grant** | Wageningen University and Research, Wageningen, the Netherlands

OTHER ACTIVITIES

- Attendee at [WebSummit 2025](#) | Portugal 10nd - 13rd November 2025
- Attendee at [Upstream Festival](#) | the Netherlands 21st – 22nd May 2025
- Attendee at [Startups Investment Matching \(SIM\) conference](#) | Portugal 8th – 9th May 2025
- Attendee at [EU-Startups SUMMIT](#) | Malta 24th – 25th April 2025
- Attendee at [SLUSH 2023](#) | Finland 28th November 2023 – 2nd December 2023
- Speaker at **WINC Academy Woman Tech Entrepreneurs Day** | WINC Academy, the Netherlands 8th March 2021
- Mentee at **Platform of Talent 2020-2021** | USA, IMFAHE International Mentoring Program November 2020 – August 2021
- Supervised by Dr. Cristina Espinosa-Diez.
- Trainee at **Innovation and Development of a Business course** | Oporto Business School, Portugal August 2012

NON-FORMAL EDUCATION & WORKSHOPS

- November 2025 • **Tools for Inclusive (Youth) Work**, Busteni (Romania)
- March 2025 • **Strategies for International Cooperation in Education**, Zeliz (Czech Republic)
- October 2021 • **Business Opportunities in Agriculture**, Sicily (Italy)

FORMAL EDUCATION

- September 2023 – 2025 • **Ph.D. in Genetics & Entrepreneurship**, Wageningen University and Research (WUR), the Netherlands
- August 2017 – August 2019 • **Master of Science in Plant Sciences**, Wageningen University and Research (WUR), the Netherlands
- August 2018 – February 2019 • **Master Specialization in Entomology**, University of São Paulo (ESALQ), Brazil
- September 2013 - July 2016 • **Bachelor of Science in Biology**, University of Aveiro (UA), Portugal



List of publications available [here](#). Reference letters upon request.