



## 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.

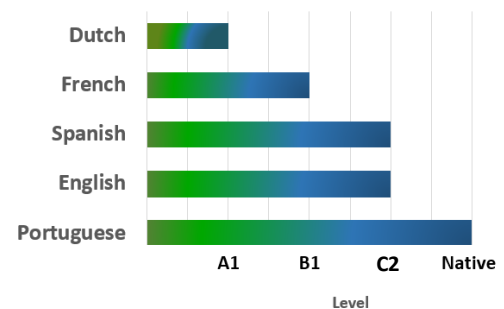
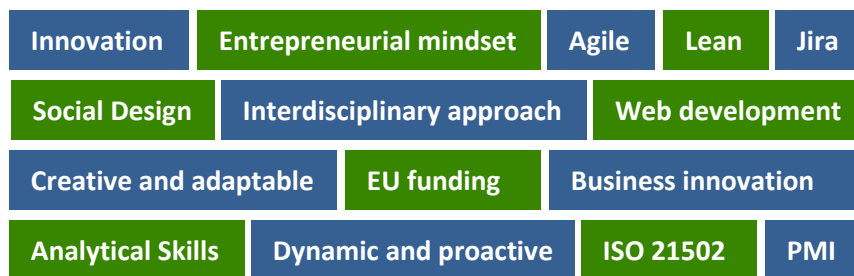


Strong communicator and community builder with extensive experience delivering workshops, training programs, and international presentations. Recognized with 10+ awards and fellowships for leadership and innovation, with a track record of engaging diverse audiences across academia, entrepreneurship, 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, supported by a €75k competitive grant (2023): managed project strategy, stakeholder coordination, and platform development to improve data accessibility and collaboration. Currently managing operations of an EU/PRR program in the design sector.

### SKILLS



### ENTREPRENEURIAL & SCIENTIFIC EXPERIENCE

#### ColorADD®, Portugal

- Operations Manager - social department December 2025 – current

#### EzyClients, Estonia

- COO – managing operations and client’s engagement with a SaaS platform for lawyers July 2025 - 2026

#### 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

CEO & Founder - [KnusWear](#) | Apparel brand

April 2023 – 2025

CEO & Co-founder - [PlantWizard](#) | Horticultural software tool

June 2021 – January 2024

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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
- 20<sup>th</sup> June 2021 • **Technical Blockchain: Smart contracts**, Emerging Horizons (Blockstart program)
- 15<sup>th</sup> June 2021 • **IoT & Blockchain**, Multitel and ChainPoint, (Blockstart program)
- 18<sup>th</sup>-23<sup>th</sup> 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

- 31<sup>st</sup> March 2026 • **Social Media Advertising**, Santander Open Academy (Remote)
- 30<sup>th</sup> March 2026 • **Digital Marketing**, University of Chicago (Remote)
- 17<sup>th</sup> March – 10<sup>th</sup> April 2026 • **Project Management with Agile**, Smarter Execution (DGERT and PMI® certified)
- 7<sup>th</sup> -15<sup>th</sup> December 2025 • **Storytelling methods**, AY Association (Druskininkai, Lithuania)
- 16<sup>th</sup> - 18<sup>th</sup> October 2025 • **Project Management and Agile methods**, Santander Open Academy (Remote)
- 10<sup>th</sup> – 23<sup>rd</sup> August 2023 • **Digital Communication**, AltVentures (Thessaloniki, Greece)
- 6<sup>th</sup> - 15<sup>th</sup> February 2023 • **Social Crowdfunding**, MVNGO Partenze (Dolomites, Italy)
- 10<sup>th</sup> - 19<sup>th</sup> 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 10<sup>nd</sup> - 13<sup>rd</sup> November 2025
- Attendee at [Upstream Festival](#) | the Netherlands 21<sup>st</sup> – 22<sup>nd</sup> May 2025
- Attendee at [Startups Investment Matching \(SIM\) conference](#) | Portugal 8<sup>th</sup> – 9<sup>th</sup> May 2025
- Attendee at [EU-Startups SUMMIT](#) | Malta 24<sup>th</sup> – 25<sup>th</sup> April 2025
- Attendee at [SLUSH 2023](#) | Finland 28<sup>th</sup> November 2023 – 2<sup>nd</sup> December 2023
- Speaker at **WINC Academy Woman Tech Entrepreneurs Day** | WINC Academy, the Netherlands 8<sup>th</sup> 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.