

CURRICULUM VITAE

PERSONAL INFORMATION

Name	MARIA CRISTINA RODRIGUES DE AGUIAR PIRES
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Nationality	Portuguese
Date of birthday	26/04/1974

SUMMARY

A leader of a multidisciplinary team focused on ensuring consumer rights, overseeing universal service obligations, and shaping regulatory policies in the electronic communications and postal sectors at ANACOM, Portugal's national regulatory authority for communications. With more than 26 years' experience, including in industry, contributing to key initiatives on the design and implementation of regulation, and actively involved in knowledge-sharing initiatives, participating in several groups, in particular, at European level.

WORK EXPERIENCE

Since June 2022

Head of the Regulation for Citizens and Consumers Unit in the ANACOM Directorate-General for Regulation

- Management of a multidisciplinary team.
- Regulation of electronic communications and postal services.
- Consumer protection in the electronic communications sector, including advocacy and soft power measures.
- Digital inclusion and accessibility measures.
- Behavioural Economics implementation on regulation.
- Ensuring compliance with universal service obligations, including promoting audits.
- Implementing net neutrality measures and annual monitoring.
- Market monitoring and regulatory cost analysis for postal services.
- Tracking developments in the digital sector.
- ANACOM's representative in several organizations, in particular European regulatory bodies.

July 2007 to May 2022

Consultant in the ANACOM Directorate-General for Regulation

- Responsible for drafting regulatory and consumer protection initiatives and measures.
- Coordination of internal teams and projects such as the Digital School Program, NET.Mede Schools project, and broadband social tariff.
- Regulatory and market analysis and universal service cost evaluations.
- ANACOM's representative in European regulatory bodies.

September 2000 to June 2007

Senior Specialist in ONITELECOM (Portuguese electronic communications operator) Directorate for Interconnection and Regulatory Affairs

- Conducting market analysis and competition advocacy.
- Monitoring regulatory compliance of wholesale and retail telecom services.
- Active role in negotiations with other electronic communications operators.
- Developing high-level strategic regulatory proposals.
- Representing the operator on consultations and discussions with national and EU regulators.

July 1999 to August 2000 **Coordinator in Portuguese Communications Institute (ICP) Directorate for International Affairs**

- Managing a team responsible for telecommunications policy.
- Representing Portugal in EU telecommunications regulatory discussions.
- Participating and elaborating Portugal's positions in the field of telecommunications during the Portuguese EU Presidency.
- Drafting reports and briefings for the EU High-Level Telecommunications Committee.

December 1997 to June 1999 **Senior Specialist in Portuguese Communications Institute (ICP) Directorate for International Affairs**

- Focused on EU telecommunications regulatory framework review.

September 1997 to November 1997 **Assistant Business Segment Manager in a commercial Bank at the Retail Marketing Directorate**

- Assisting the development of marketing strategies and training programs.
- Presentation of internal marketing programs.

EDUCATION AND TRAINING

Postgraduate Degree in Competition Law and Regulation

Faculty of Law, University of Lisbon (IDEFF) | 2008

Degree in Business Organization and Management

ISCTE Business School | 1997

Specific training in Behavioural Economics:

Behavioural Economics and Digital Markets, led by Professor Amelia Fletcher | 2023

Additional Training:

- Telecommunications Course for non-engineers (ISSEL).
- ANACOM's European Community Law and Public Contracts course;
- Seminar «Committees and Comitology in the Political Process of the European Community» - training for the EU Presidency.
- Conference «European Telecoms Regulation and Competition Law».
- Conference «The WTO Telecoms Agreement».
- Course on Dynergic Frameworks and Time Management.
- Seminar «Telecommunications and Postal Services in the EU: Recent Developments and Future Prospects».
- Seminar «European Negotiations» by EIPA – European Institute of Public Administration”, under the guidance of Dr. Thomas Leahy and Dr. Bob Weibel.
- Dynargie Presentation Techniques Course.
- Seminar “Fundamentals of Telecommunications for non-Technical Professionals” at Frost & Sullivan, led by Dr. Ron Bell.

LANGUAGES Portuguese, English (C2 -Proficient); German (Goethe Institut Level 6) and French and Spanish (basic knowledge).

TECHNICAL SKILLS Proficient in Microsoft Office (windows, word, excel, powerpoint, microsoft project).

INTERESTS Theatre, reading, music, swimming, and traveling.