

LEADERSHIP TEAM BIOS

Daniela Braga, Founder and CEO

Daniela is the creator and driving force behind DefinedCrowd, with over eighteen years' experience in speech technology in both academia and industry. Alongside her role as our CEO, she is also a regular guest lecturer at the University of Washington and author of more than 90 scientific papers and several patents. Previously at Microsoft, she was involved in the creation of Cortana. She then formed the Data Science team for Voicebox Technologies where she introduced crowdsourcing for big data solutions. She has a deep passion for people and enjoys keeping active through hiking, skiing and learning new things, from the latest technology to how to dance or sail.

Walter Benadof, COO

Walter focuses on business development, global expansion, revenue generation and customer interaction while maintaining exceptional operational efficiencies. Walter has over 35 years of international business experience in the real estate, hotel and forestry industries with companies such as Westin Hotel & Resorts and Weyerhaeuser. Walter is an entrepreneur, manager and investor in the start-up community. In his free time, Walter enjoys golf, fishing and travel.

João Freitas, CTO

João coordinates all IT and AI initiatives and manages the EU operations. He has more than 13 years' experience in software development, machine learning and crowdsourcing, and holds a PhD in the areas of speech technology and human-computer interaction. João has filed several patents and published over 30 articles in peer-reviewed international conferences and journals. He is also the author and co-author of a book and several chapters.

Beth Malloy, VP of Finance

Beth oversees everything financial at DefinedCrowd, including forecasting, budgeting and day to day accounting. Beth has had over 25 years' experience in both public and private accounting, across various industries with a focus on technology companies. Prior to DefinedCrowd, Beth worked for NLU company Voicebox Technologies, was a Taylor+Malloy partner and started her career at Deloitte. In her spare time, Beth enjoys traveling, playing golf and spending time with family and friends.

Mark Bomber, VP of Marketing

Mark directs all strategic and tactical marketing programs for DefinedCrowd. With over 20 years of technical marketing experience, Mark has worked in a variety of industries including semiconductor, aerospace and security. Before joining DefinedCrowd, Mark worked for startups as well as large enterprise companies such as Motorola, GE and Tyco. He holds a BSEE and MBA and in his spare time enjoys swimming, kayaking and reading.

Sara Oliveira, Director of Product

Sara is responsible for driving all phases of product including conception, implementation, and launch of DefinedCrowd's self-service SaaS platform and crowdsourcing product. With 8+ years experience developing digital products such as voice recognition and virtual reality environments, Sara develops emerging technologies aligned to business needs and strategy. She has a passion for design thinking, and in 2013 was honored with an international award - Young Lions of Cannes Portugal. Sara is a dance lover, running fan and enthusiastic traveler.

Daan Baldewijns, Director of Customer Success

Daan manages the project execution team at DefinedCrowd and ensures the successful running of customer projects. Daan has over 15 years' experience in computational linguistics and tech project management. Before joining DefinedCrowd, Daan worked as a long-time linguist and project manager at Microsoft, Portugal. He began his career as a programmer in Belgium. In his spare time, Daan tries to understand the mysteries of wood grain, meditates by sharpening tools, and unwinds by riding his motorcycle and reading.

Brunno Ribeiro, Global HR Director

Brunno runs all our human resources, talent acquisition and facilities operations. Originally from Brazil, he has lived in the UK, Spain and now Portugal. Brunno spent four years in supply chain management before specializing in HR for the last decade. He has worked across a range of industries and consulted for diverse and leading brands such as Deloitte, Chanel, Nissan and PWC, as well as a range of tech startups. He loves travelling, reading fantasy literature by authors such as Borges and Kafka, and he also enjoys a good TV spy show.