Leadership Team Photos

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.

Bob Parker, CFO

Bob has over 25 years of experience in Silicon Valley. He has held leadership positions at NetApp and Sun Microsystems, Inc. Prior to DefinedCrowd, Bob was CFO for approximately four years at SentinelOne. While at SentinelOne, but raised significant equity and debt, grew the company to triple digit ARR and set the course for the company's successful public exit. Prior to SentinelOne, Bob was CFO at SnapLogic in San Mateo, Ca. Bob has a BS from Loyola Marymount University and an MBA from Santa Clara University.

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 the author and co-author of a book and several chapters, and also a keen juggler.

Terence Fitzpatrick, Senior VP, Global Sales

Terence Fitzpatrick grew up in Switzerland and currently resides in Fairfield, CT with his wife and three year old daughter. He has led international operations, with responsibility for businesses in Europe, Asia, Latin America, Middle East and the United States. His efforts have had a high concentration of growth in emerging artificial intelligence markets to expand sales operations. As a seasoned professional with more than 30 years of technology and finance experience, Terence is known for driving company growth and delivering financial performance. He most recently served as Chief growth Officer at IPsoft where he led global sales, operations and development pipeline. Before that, Terence acted as Chief Growth Officer at 247.ai to deliver conversational AI and automation to the world's largest enterprises companies.

Francisco España, VP, Operations & GM Portugal

Francisco is a computer scientist with a strong passion for strategy, innovation, user experience and using software as a superpower. He joined DefinedCrowd because he found it intellectually seductive to directly influence the AI industry as it evolves and help companies transform themselves. After living abroad for 14 years, he made the move back home to Portugal in order to join our Lisbon-based team (although, in case his name doesn't give it away, Francisco is also half Spanish.) When not on his laptop, you'll find him riding motocross and being an amateur mechanic.

Teresa Nascimento, Chief People Officer

Teresa runs Human Resources, people development, talent acquisition and compensation at DefinedCrowd. Over the last 20 years she has worked across a range of HR disciplines as well as industries with companies such as Microsoft, Deloitte, and Millennium. Teresa´s background as a psychologist has helped her in her professional life to support leaders and teams as a coach and a mentor, which she loves.

Courage, drive and passion are some of the key characteristics that describe her personality and work style. Always with a twist of humor, sense of balance and team spirit, Teresa's passion is to see others succeeding and growing both in their careers and personal lives. In her free time, she enjoys, travelling, meditating and live music.

Martin Stein, Chief Marketing Officer & GM, DefinedData

Martin is happy being a visionaire and is responsible for DefinedData and bringing new ideas to market. He brings over 20 years of Hi-Tech experience and expertise in enterprise software marketing, product management, eCommerce, and AI from companies like Apple, Nero, Quark, and IDG. He is a co-founder of three startups including Bend.ai and has served as Board Member at FileThis.com. Martin has a Masters Degree in Social Science with a focus on computational sociology and social networks/systems from the Technical University of Stuttgart, Germany. He resides in the Pacific Northwest with his wife and two Rhodesian Ridgebacks.