



## Natália Fragoso

### MAXIMIZE VALUE AND OPTIMIZE CUSTOMER EXPERIENCE

Natália is a passionate, committed, and results-driven project developer, always striving to excel performance and outcomes for all the stakeholders. Her critical thinking and creative potential always engender new ways of differentiating and adding value to projects.

Being involved in the study and completion of massive national and cross-border projects in the hospitality sector, from independent design Hotels to prominent international chains, gave her seasoned experience and adaptive capabilities to diverse business environments.

As a Spa & Wellness Business Developer, Natália fueled internal business growth by five times, swiftly becoming the highest business performer, building a successful customer base in luxurious Hotel Spas, based on strong relationships and enhanced customer lifetime value. Dozens of her customers have become award-winning and world-renowned Hotel Spas.

As a Project Manager, Natália played an elemental role in deploying highly complex end-to-end projects and being the liaison between multidisciplinary teams, handling scarce resources, monitoring KPIs, and ensuring high-quality service standards.

As a Spa & Wellness Consultant, Natália designed customer-centric projects in luxury hospitality from conceptual to setup stage, streamlining the business concept and the customer journey, after a granular understanding of the specific target market preferences.

The MBA gave meaning to the previous experience, igniting new lenses for solving problems.

Ultimately, Natália aims to create a positive footprint and make the human factor central to the company.

**Nationality:** Portuguese

**Languages:** Portuguese, English, Spanish, French, German



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### Contact us

You can contact directly our MBA Graduates.

If you have any questions, or would like to discuss how our MBA graduates can help your organisation, please contact our Career Services team:

**T.** +351 22 042 50 35/43 **E.** [career.services@pbs.up.pt](mailto:career.services@pbs.up.pt)

## Timeline

2016 - 2018	Spa & Wellness Consultant for Luxury Hospitality   Independent
2005 - 2016	Business Developer & Project Manager   Unique Spa, Lda.
2004 - 2005	HR Consultant   Randstad
2004 - 2004	HR Consultant   Denci Portugal
2002 - 2003	Trainee in Marketing & Sales   Amorim Alves & Irmão

## Top Strengths



## Academic Background

The Magellan MBA | Porto Business School

Master's in Marketing | University of Porto (FEP)

Postgraduate in Human Resources Strategic Management | Instituto Politécnico de Gestão e Tecnologia, ISLA

Degree in HR Management & Work Psychology | Instituto Politécnico de Gestão e Tecnologia, ISLA

## Future Professional Interests

Business & Project Development  
Consulting  
Intrapreneurship  
Consumer Behaviour  
Customer Experience  
Marketing Strategy  
Sustainability  
Luxury & Experiences

## Likes & Curiosities

Learning  
Voluntear Work  
Beach & Nature  
Family & Friends  
Pets  
Healthy Lifestyle  
Travel & Culture  
Classic Movies

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