

GLOBAL KICK OFF 2020

CAPE TOWN

ONE TEAM



**ENGLISH
LIVE**

We are
EF English Live.

Learn English
with us.

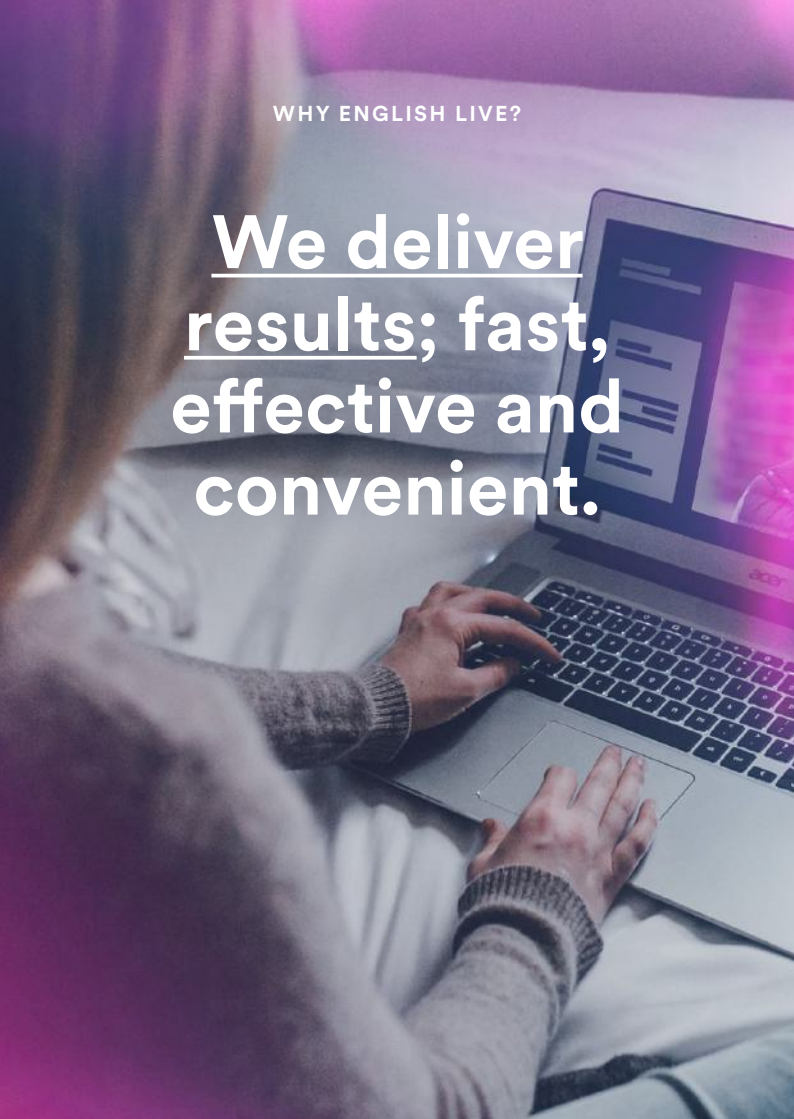


OUR PROMISE

**A new world
of opportunity.**

WHY ENGLISH LIVE?

We deliver
results; fast,
effective and
convenient.



OUR USPS

The best experience.

English School at your finger tips.



Personal lessons with Certified Teachers



On-demand live group lessons



Great learning tools available 24/7

OUR USPS

Strong reputation.

A trusted and established school.



The largest online English school



Our own proven methodology



Over 50 years of teaching English

BRAND VALUES: HOW WE SOUND

Reassuring.

To be a mentor figure and make our students feel they are in good hands, we should sound and act with confidence. Reassuring their capacity for progress, whilst being highly confident in the effectiveness of our programs and unique methodology.

Authentic.

We develop a trust relationship with our students by being sincere, honest and open. We put our relationship with students first and accommodate to their needs anywhere we can.

Helpful.

We are supportive and caring towards our students.
We speak with a cooperative and inclusive tone of voice, ensuring we are approachable when they need us.

BRAND VALUES: HOW WE BEHAVE

Empathy.

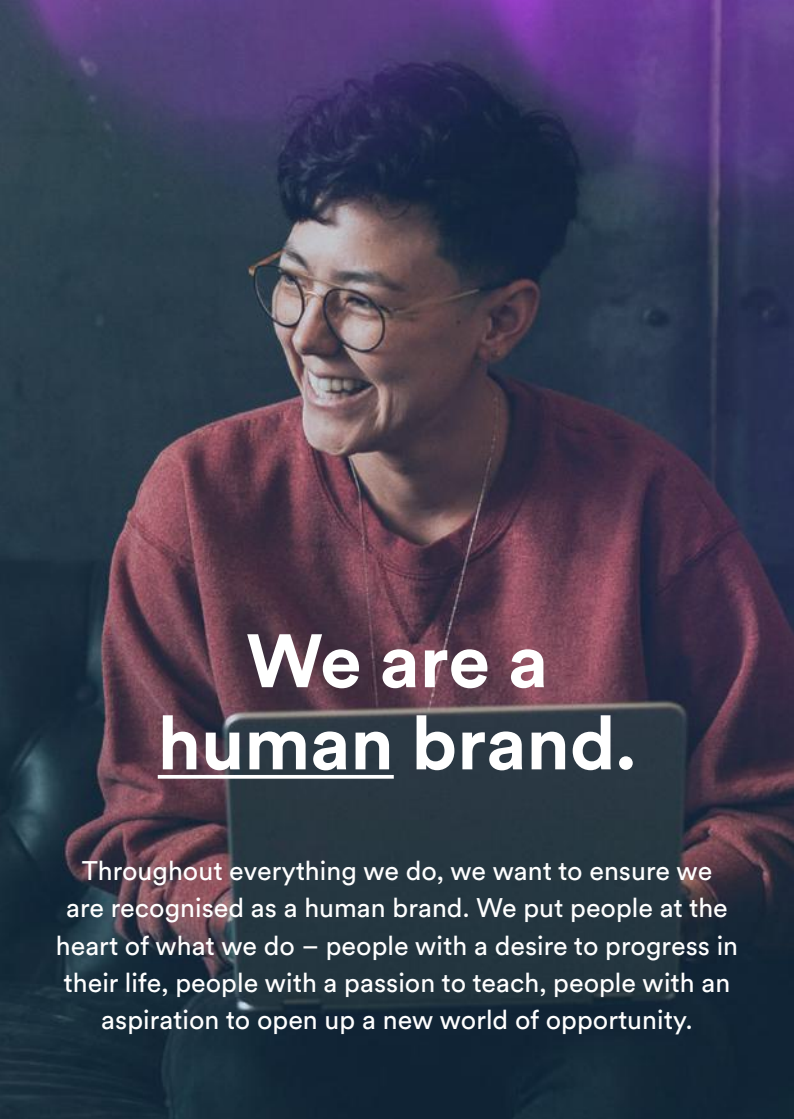
We understand why our students want to learn English,
and how challenging it can be to learn a new language.

Grit.

We know consistency and determination are key to success.
We support our students in their commitment.

Optimism.

We believe in our students dreams and ambitions.
We mentor them to get there.

A woman with short dark hair, wearing glasses and a red sweater, is smiling and looking at a laptop screen. The background is dark with purple lighting. The text 'We are a human brand.' is overlaid on the image, with 'human' underlined.

We are a human brand.

Throughout everything we do, we want to ensure we are recognised as a human brand. We put people at the heart of what we do – people with a desire to progress in their life, people with a passion to teach, people with an aspiration to open up a new world of opportunity.

We are
EF English Live.

Meet our team.



Adriano Bentivedo

Sales Manager
Germany

TEAM: Barcelona

LOCATION: Barcelona



JOB DESCRIPTION

Keep growing my sales and CR team and be always a good example for my agents.



INTERESTS

Sport, travel, hang out with my friends, read.



FUN FACT

I am Italian but I work for Germany :)

Aki Morioka

Senior Marketing Manager

TEAM: Japan and rest of Asia

LOCATION: London



JOB DESCRIPTION

To accelerate the growth for Japan and the rest of Asia. Consistently communicate to customers with creative and customer-focussed approach. Maintain and establish contacts that are beneficial for the business to expand.



INTERESTS

Music, films, travelling!



FUN FACT

I sometimes lose things so quickly. I once asked Norman to buy me a Xiaomi phone from China, waited 6 months and lost it only in 2 months.

Analigia Martins

Head of Marketing Brazil/Latam

TEAM: Brazil Marketing

LOCATION: Brazil



JOB DESCRIPTION

Assure we deliver good quality leads to meet company's revenue and profitability targets, while building a strong brand in Brazil & Latin America.



INTERESTS

Stay with my kids, go to church, travel a lot!



FUN FACT

I slept in a meeting. I slept under my desk. Ok, I was pregnant.

Andrea Lebrun

Head of Business Systems

TEAM: Central

LOCATION: London



JOB DESCRIPTION

Lead efforts implementing new business systems for English Live to deliver real business impact, improvement and innovation. My goal is to simplify our current technology stack and align on a set of preferred vendors around Salesforce CRM.



INTERESTS

Do exercise - body combat/fit combat classes. Bake cakes!



FUN FACT

I used to play table tennis at uni and won a medal representing my uni.



Anna Meyer

Business Controller

TEAM: Finance

LOCATION: London



JOB DESCRIPTION

Be a business partner to various areas and markets of the English Live and EF Hello business, and support them with accurate and timely financial analysis, while continuously strive to improve and implement changes to existing processes.



INTERESTS

Play tennis, Go for drinks, Cook good food, Hang out with friends.



FUN FACT

I have 207 bones in my body (a normal person has 206).

Anna Levänen

Central CR

TEAM: Central CR

LOCATION: London



JOB DESCRIPTION

The Central CR leads and supports the EF Englishlive local Customer Representative teams to investigate and handle critical cases reported by students, coordinate with development teams on their resolution and their release according to the severity of the issue. The Central CR also compiles the documentations of case handling techniques, FAQs and initiate CR training programs.



INTERESTS

I enjoy spending time with my friends and exploring all that London and rest of UK has to offer. During weekday evenings I go often for dinners and musicals. During weekends I either travel in the UK and explore new cities or take long weekends off for travelling in Europe.



FUN FACT

Since I moved to London 1,5 years ago, I have been to 19 musicals. My secret dream is to be a musical star one day (although I am the worst singer you will ever meet)...

Antonis Konstantinidis

Head of SEO and Content Marketing

TEAM: Central Marketing

LOCATION: London



JOB DESCRIPTION

To be the main point of reference for everything concerning organic search. To plan, develop and implement a search engine optimization strategy for EF English Live that will safely increase organic acquisition and authority through time.



INTERESTS

Scuba diving and trips.



FUN FACT

I used to play as a goalkeeper even if I was most of the times the shortest on the field...

Asa Hjalte

VP Finance

TEAM: Finance

LOCATION: London



JOB DESCRIPTION

Be a business partner and to challenge.



INTERESTS

Play with my kids, Run, Read.



FUN FACT

I am a big fan of angry heavy rap music.

Amanda J. Gerlinger Mateo

**CRM & Social Media
Executive**

TEAM: Marketing Barcelona

LOCATION: Barcelona



JOB DESCRIPTION

To provide engaging CRM and Social content across EMEA with the goal of driving sales growth.



INTERESTS

Travel, exercise, read books and parties.



FUN FACT

Literally half German and half Spanish...weird combination!

Avan Majid

SEO Specialist

TEAM: Central

LOCATION: London



JOB DESCRIPTION

Develop the strategy for the international success of EF English Live Blog and support the Head of SEO & Content in setting up the strategy for Organic Search.



INTERESTS

Hang out with friends, exercise, reading books and discovering London.



FUN FACT

I am a huge Harry Potter fan, I even believe he exists....

Axel Guillemot

Product Owner



TEAM: EdTech

LOCATION: London



JOB DESCRIPTION

Building products that customers love. Providing ELive with a platform which can help us in delivering a better experience to users.



INTERESTS

Outside of work what is that?



FUN FACT

I have climbed to the top of 10 Downing street gate.

Benjamin Janicki

Senior Developer

TEAM: Marketing

LOCATION: Poland/London



JOB DESCRIPTION

I try to solve any issues marketing team has and there is need for developer to do that. Fixes, automation and tools for making life easier.



INTERESTS

Music (listen,play) and Mountains (walking on).



FUN FACT

So many of them - so maybe one related to traveling by plane. As I usually travel between Poland and UK - which is short trip early morning or late evening and there is no free meal onboard (cheap airline) so I got used to just to seat , put seatbelt fasten and then fall asleep in just one minute, and I always wake up when wheels touch the land. My body so got used to it that I yawn a lot while standing in a boarding queue...

Bojana Sokica

BI Analyst

TEAM: Central Team

LOCATION: Barcelona



JOB DESCRIPTION

Working with management to define and create the most relevant KPIs for the business.



INTERESTS

Play badminton, gardening, hiking, water sports.



FUN FACT

I cannot wake up without having a perfect espresso.

Camila Emidio

Designer Coordinator

TEAM: Marketing Brazil

LOCATION: Brazil



JOB DESCRIPTION

Increase lead conversion with best user experience in our Landing Pages and Rootsite (BR and LATAM), using UX tools and keeping our visual branding.



INTERESTS

I love to travel and walk in my city. I love to meet other cultures and watch movies and series. I love pizza and watermelon juice. I love to hug Catarina (my daughter) and Carambola (my dog).



FUN FACT

A lot of people think that I am really annoyed, because I am direct person, but I am really funny :)

Carla De Simone

Backoffice Supervisor

TEAM: Backoffice Brazil

LOCATION: Brazil



JOB DESCRIPTION

Supervise and assist Backoffice Team to audit all sales, retention and cancellation records every month in a timely manner. Ensure compliance with the company policies, procedures and strategies.

Provide and manage operational support to Auto Renew, Sales, CR and Retention.

Work to improve my team by looking for faster, smarter ways to do the same operational process.



INTERESTS

I like to meet my friends and go out to eat.



FUN FACT

I'm a motorcycle rider and also a comic book nerd.

Caterina Navarra

Head of Marketing EMEA

TEAM: Marketing

LOCATION: Barcelona



JOB DESCRIPTION

To provide marketing insights, explore opportunities and co-ordinate marketing channels and activities to grow the business in the EMEA markets.



INTERESTS

Travelling, meeting people, learning languages, dancing and partying like tomorrow doesn't exist!



FUN FACT

My very first word was "Milk".

Cecilia Roos

Project Coordinator

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Drive forward the vision of EF Hello through supporting our team and keeping development on track in a collaborative manner.



INTERESTS

Running while listening to my fav podcasts. Reading masses of books. Drooling over cute puppy photos.



FUN FACT

A dream is to have 5 fluffy dogs and be pulled around by them in a polished wooden sleigh!

Charles Li

Head of Product

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Building and Launching Hello.



INTERESTS

Try on hats.



FUN FACT

I guess I like dogs.

Christian Macias Poma

Digital Marketing Specialist

TEAM: Marketing

LOCATION: Barcelona



JOB DESCRIPTION

In charge of planning, development and execution of national digital programs and campaigns of ES Market. Social Media content creator of European Markets.



INTERESTS

Dancing, hiking, travelling.



FUN FACT

I think I'm the youngest in the whole office!

Claudia de Paula

Country Manager
LATAM

TEAM: LATAM

LOCATION: Brazil



JOB DESCRIPTION

Provide direction and support to Latam's Team with focus on operation results growth, cost reduction and to increase profitability. To generate integration between the Brazil and Latam Teams with the objectives of creating more synergies.



INTERESTS

I love architecture, specially historical buildings.

I like to visit historical cities and to know their architecture and stories.



FUN FACT

My looks and answers when something pisses me off.

Daiane Domingues

Coordinator

TEAM: DHO and Recruitment

LOCATION: Brazil



JOB DESCRIPTION

Recruit, retain, engage and develop the best talent through initiatives that foster good environment and development of employees and leadership. Strengthen diversity and organizational culture, promote endomarketing and motivational actions, and contribute to the Company's results.



INTERESTS

Hanging out with friends, traveling, walking in the park, love the beach and sunbathe, being in touch with nature, meditating, listening to music...



FUN FACT

I have some, which I remember now ... I am disgusted and afflicted by an insect: cockroach. One day walking down the street of Rio de Janeiro saw two cockroaches next to me and I screamed and practically tapped, jumped (laughs) and when I look I see some people standing laughing. Imagine the scene.

Danillo Jesus

CR Supervisor

TEAM: Brazil CR

LOCATION: Brazil



JOB DESCRIPTION

My mission is to keep KPIs high by acting strategically and providing the best solutions for our students and all the support necessary for our employees to perform their work efficiently with quality.



INTERESTS

I love to travel whenever possible or stay with my family and friends, we love to barbecue on weekends. I like to walk in the park at the end of the day or skate for a few hours listening to music or just stay home couch potato.



FUN FACT

I am known for being competitive. Whenever there are costume contests here at the company I win for the most elaborate costumes.

Danilo Yamada

Media Manager

TEAM: Brazil Marketing

LOCATION: Brazil



JOB DESCRIPTION

Responsible for all paid campaigns in Brazil and LATAM.



INTERESTS

Ride my bike, go to gym, walk around the park.



FUN FACT

I don't know how to dance.

Dario Traballi

PPC Specialist

TEAM: Barcelona Marketing

LOCATION: Barcelona



JOB DESCRIPTION

Grow EF English Live business through the optimization of paid advertising campaigns and the implementation of new digital products.



INTERESTS

Riding my motorcycle, listening to music.



FUN FACT

During the last kick off everybody got to know me even if I had not start with my job at EF yet! ;)

David Chanin

Software Engineer

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Software engineering for the EF hello app.



INTERESTS

Travel, day hikes, learning languages.



FUN FACT

Frequently tries and fails to make Sichuan Italian food.

Davide Sanseverino

Director of Marketing
and Data Technology

TEAM: Central

LOCATION: London



JOB DESCRIPTION

To build and manage English Live's marketing and sales funnel technologies, delivering the best-of-breed platforms that will enable local teams to optimise customer acquisition, in-life management, retention and renewal.



INTERESTS

Keen cyclist who completed his first Etape du Tour in 2019. Advanced scuba diver who has travelled the world's best diving sites including diving 170m shipping wreck in the middle on the Philippines.



FUN FACT

While diving in New Papua guinea I was able to free a green turtle entangled into a broken fishing net.

Debora Leticia Sallatti

Sales Coordinator

TEAM: Sales

LOCATION: Brazil



JOB DESCRIPTION

Lead sales supervisors to ensure consistently and efficiently delivering goals for profitability and quality; Increase Automatic Payment, product average ticket, and sales quality. Monthly performance evaluation of Supervisors.



INTERESTS

I like spending time with my family, traveling, reading and listening to music.



FUN FACT

I love reading fiction and adventure books.

Diego Morales

Finance Manager

TEAM: Backoffice Brazil

LOCATION: Brazil



JOB DESCRIPTION

Manage the activities of Backoffice, Collections and Suppliers Payments to guarantee that the process be executed on time and with quality. Give all the operational support for some internal departments (Sales, CR, etc) and work as a team to reach the EL goals. Provide all the support to my teammates, help them to improve and automate their activities.



INTERESTS

I like to play soccer, tennis, make barbecue with my family and friends, travel and take care of my pets.



FUN FACT

When I was a child, people asking me. What do you want to be when you grow up? I answered that I would like to be a “meow” (cat). My dad always encouraged me, saying that he would be proud if I tried to be the best “meow” possible.

Douglas Miguel

Coordinator

TEAM: Training

LOCATION: Mexico



JOB DESCRIPTION

I am the training and quality coordinator for Quality, Internal communication and Corporate Training.



INTERESTS

Play soccer.



FUN FACT

Talk to my dogs as if they were babies.

Edson Leite

IT Coordinator

TEAM: IT Infrastructure

LOCATION: Brazil



JOB DESCRIPTION

To provide IT Infrastructure and Facilities services to all areas of the business in Brazil making all necessary preventive and corrective actions to guarantee the high availability of the services.



INTERESTS

Stay with my family, watch movies and series, travel and do community work.



FUN FACT

Whenever I'm surprised by something, I open my eyes wide! People find it funny!

Eduardo Sadao

CRM Coordinator

TEAM: Brazil Marketing

LOCATION: Brazil



JOB DESCRIPTION

Provide the best performance on the Root Site and CRM campaigns in Brazil and Latam, with the goal of increasing the volume of leads generated.



INTERESTS

2D and 3D animation and stay with my family.



FUN FACT

In my free time, I like to do clay modeling. It started as part of my first work as a 2D and 3D animator and now I do it as a hobby.

In December 2004, my house was stolen. The thieves took all my models but one. He left me a note saying he was leaving that one because it was so ugly. But it was still unfinished work. My family won't let me forget that.



Eduardo Santana

Training & Development Coordinator

TEAM: Training & development

LOCATION: Brazil



JOB DESCRIPTION

Provide support to the sales, Retention, Customer Relations (CR), Quality and sales operations of LaTam Brasil, with strategic training and coaching actions for learning and technical development of employees with the objective of generating results. Provide reports with performance indicators to those involved for decision making.



INTERESTS

I like to dance electronic music, ride a bicycle, play video games, go out and (or) meet friends at home and travel home in the country.



FUN FACT

I'm a professional actor.

Elisabeth Andueza

Assistant HR manager



TEAM: Human Resources

LOCATION: Barcelona



JOB DESCRIPTION

I am the first point of contact for incoming inquiries from employees regarding HR administrative processes and recruitment.



INTERESTS

Read, music, singing, travel, dance, animals.



FUN FACT

You can call me Elisabeth. Or Elizabeth. Or Eli, Betty, Lizza, Elisa, Lizzie, Flaca, Queen, Bimba... I think I am the person with the most nicknames in the whole office! :)

Esmeralda Martínez

HR Coordinator

TEAM: México

LOCATION: Mexico



JOB DESCRIPTION

Recruitment, selection and training of the ideal staff so that you can develop and bring the best skills and knowledge to the LATAM business. Coordinate and guarantee the quality of the business, as well as the attention and follow-up of our students with the application of quality policies in sales and attention.

Manage and guarantee the correct functioning of the facilities in the Mexico office, guaranteeing the necessary services for the comfort of our employees.



INTERESTS

Spending time with my daughter and my husband.



FUN FACT

I've seen my favorite movie (The Devil Wears Prada) every day for a whole week hahaha.



Fedja Bosnic

Software Engineering Manager

TEAM: Software Engineering Team

LOCATION: London



JOB DESCRIPTION

Lead the software engineering team to design and build the best possible online school experience.



INTERESTS

Geek out with technology, watch movies and tv shows and hang out with my son!



FUN FACT

We have a cat called "Dog" - really confuses the vet!



Felipe Abreu

Marketing Supervisor

TEAM: Marketing Brazil

LOCATION: Brazil



JOB DESCRIPTION

Lead generation, performance analysis and partner management on Google, Facebook, retargeting and acquisition channels for Brazil and LATAM.



INTERESTS

Go to the stadium to watch soccer games. Play soccer. Write. Play with my son.



FUN FACT

I'm very fanatical and superstitious with soccer, if I do something (in a place on the sofa, or eating something at home), and my team wins, I try to repeat.



Fernando Nunes

Senior IT Operations Manager

TEAM: IT Infrastructure

LOCATION: London



JOB DESCRIPTION

To provide Information Technology services, Compliance Services, Professional Project Administration and Facilities support to all other areas of the business in Brazil and LATAM region.



INTERESTS

Read fiction books, ride bike in a park, visit museums and historical places, know new cities and the local food.



FUN FACT

I like to taste new kind of cheeses and once I was stopped by Bogota (Colombia) airport authorities because I was taking with me a local smelly cheese which made the airport dog sneeze a lot, they thought I was taking drugs with me, I went to ray X, they did drug test on my cheese...

Francesco Tunnera

Sales Manager

TEAM: Italy

LOCATION: Barcelona



JOB DESCRIPTION

I'm in charge of the Italian sales team. I need to make sure we reach our sales target, we reduce the churn and we improve our performance overall every year.



INTERESTS

Restaurants and football.



FUN FACT

The first night of my first Kick Off (Vegas 2014) I've been robbed of all my money and credit cards.

Francois Domain

Marketing Automation Manager

TEAM: Central Marketing

LOCATION: London



JOB DESCRIPTION

Identify and solve marketing problems by implementing code or non-code based solutions to provide a 5 star, cross channel customers experience and allow team members to proactively assist our students in order to increase trust and confidence in the EF English Live brand.



INTERESTS

Art (Silks screen, collages), Writing, Horse Riding...



FUN FACT

I once was a wizard in a world just before Harry Potter...

Graeme Cottrell

Software Engineer

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Software engineer working on the EF Hello app. Main priorities are working on new features to attract and retain customers, and ensure the app performs well across all devices and regions.



INTERESTS

Nature, Hiking, MMA.



FUN FACT

I am an undefeated MMA fighter.



Hiram Zamora

Sales Manager

TEAM: Mexico

LOCATION: Mexico



JOB DESCRIPTION

Work with the sales teams to reach the targets and improve profitability and efficiency of the sales operation.



INTERESTS

Videogames, movies, a little exercise and some shopping.



FUN FACT

Usually I overthink too much the less important things, that's why I'm sending this fun fact a month later!



Isabela Aguiar

Customer Relations Manager

TEAM: After Sales Brazil

LOCATION: Brazil



JOB DESCRIPTION

Maintain student satisfaction in search of the best experience through all channels of attendance with the objective of keeping the student in the school based on the needs and reasons mentioned, with increased revenue, cost reduction and student loyalty.



INTERESTS

I like to play sports, play with my son and my dogs.



FUN FACT

My nickname is "lemon tree".

Islam Anwar

Digital Marketing Specialist

TEAM: Barcelona Marketing

LOCATION: Barcelona



JOB DESCRIPTION

To grow and improve the business profitability by managing and involving in all Middle East marketing channels including PPC and Social accounts, and liaising with SEO, Affiliate, Influence and CRM to meet and grow the acquisition targets. Working closely with marketing, sales & support teams to achieve the desired goals. Dealing with Arabic content and performing marketing analysis.



INTERESTS

Relaxing in a nice natural place.



FUN FACT

I can finish 100 tasks in a busy day, but not a single task when I'm free!

Jack Lalley

Product Designer

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Produce Designer working on the EF Hello app. Main priorities are ensuring a clear and consistent experience across the app and working with users to developer new features / improve existing ones.



INTERESTS

Music, Films, Gym.



FUN FACT

Despite being a designer, I hold multiple qualifications in Childcare.

Jonathan Ohlsson

Software Engineer

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Software engineering for EF Hello.



INTERESTS

Workout, drink fancy cocktails, have fun.



FUN FACT

I am very good at singing musicals (according to Cecilia).

Jose Luis Delgado

IT Operation Manager
Mexico

TEAM: Mexico

LOCATION: Mexico



JOB DESCRIPTION

Provide technology solutions as well as the implementation of new tools to all areas of the company.



INTERESTS

Outdoor activities.



FUN FACT

The most frightening moment of my travels was when I was traveling to the Kick Off to Mallorca. During the Houston-Madrid flight there were bad weather conditions, and the turbulence was very strong, so that it woke me up, next to me were a couple from Spanish origin and due to the scare they were holding hands and praying. I was really close to joining them!

Juliana Boiani

Business Development Manager

TEAM: Business Development Brazil

LOCATION: Brazil



JOB DESCRIPTION

Find new business opportunities in order to bring additional revenue to the company, taking advantage of every opportunity of brand exposure, testing new sales channels and finding ways to approach partners database to promote our English school.



INTERESTS

Spend time with family and kids and to travel ;)



FUN FACT

It's kind of tragic: since I became a mom, Kick Off Party is the only party I have during the whole year, so, let's have fun! (It's also the only chance I have to sleep through a whole night, hard to decide to which way I should go...).

Karim Nour Helgstrand

Product Manager

TEAM: Central Marketing

LOCATION: London



JOB DESCRIPTION

To drive constant improvement and maintenance of our marketing assets across our site and to provide support to our global marketing teams.



INTERESTS

I love to take photos, my other hobbies would probably be cooking.



FUN FACT

My last name is actually Nour Helgstrand and not Nourhelgstrand.

Laura Navarro Gonzalez

Business Controller EMEA

TEAM: Finance

LOCATION: Barcelona



JOB DESCRIPTION

Be a business partner of English Live for EMEA markets supporting with financial analysis making sure that the data used is accurate. Implement new processes and improve the existing ones when needed.



INTERESTS

I love spending time at the beach, especially playing beach volleyball.



FUN FACT

I started playing volleyball just before my 30's and I am now addicted to it :)

Lucas Parpinelli Bordoni

Developer

TEAM: Salesforce

LOCATION: Barcelona



JOB DESCRIPTION

As a Salesforce developer at English Live, I'm doing tasks like maintaining and developing new features on our Salesforce implementation. I'm working closely with a multidisciplinary team combined with the best from marketing, operation, product, design, UX and content experts to incorporate the leading web technologies into our day to day work.



INTERESTS

I like to watch movies/tv shows, go out with my friends and play games.



FUN FACT

One time I was traveling on a project in Mato Grosso (Brazil), and the airport had closed making it impossible for me to return to Sao Paulo. So the solution the company gave me was: to return by bus. It was the weirdest and funniest trip I ever had.

Ludvig Sylven

Strategy Coordinator

TEAM: English Live Brazil

LOCATION: Brazil



JOB DESCRIPTION

I lead and support projects together with the central and local management team to increase the profitability of EF English Live's business in Brazil.



INTERESTS

Scuba diving, playing violin, doing triathlons, birdwatching and boating.



FUN FACT

I always get stopped in the metal detectors at the airport security because I am an Ironman.

Mara Romeo Silva

Sales Coordinator

TEAM: Sales

LOCATION: Brazil



JOB DESCRIPTION

Support and direct my team to the effective delivery of our challenges and goals. Objectives: Increase product average ticket, Automatic Payment and sales quality – Evaluation of formal Supervisors.



INTERESTS

I'm a runner and I like to train at the gym.



FUN FACT

I'm happy all the time and one challenge I got was to lose 21 kilos.

Matthew Etre

VP Engineering

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Facilitate and grow the engineering team and product.



INTERESTS

Outside of work, I enjoy snowboarding.



FUN FACT

I actually enjoy cooking.

Michele Catena

Operations Manager
EMEA

TEAM: EMEA

LOCATION: Barcelona



JOB DESCRIPTION

To make sure the EMEA operation is running as well as it possibly can.



INTERESTS

Surf, Travel, Photography, Music.



FUN FACT

As an Italian, I've visited more than 30 different countries in the world however I've never been to Sicily or Sardinia.



Morgan Eberoni

Country Manager
EMEA

TEAM: General Management

LOCATION: Barcelona



JOB DESCRIPTION

Grow my Region as well as my team skills.



INTERESTS

Enjoy time with my son, Travel , Explore and Rest.



FUN FACT

In 2012 I was single living in London with a stripper. In 2013 I was living in Lisbon with my girlfriend pregnant. Life can change very quickly :)

Myriam Saiah

Head of Growth Marketing

TEAM: Central Marketing

LOCATION: London



JOB DESCRIPTION

Design and implement strategies and journeys to support our prospective students and students in their goal to learning English. Be a central touchpoint for global marketing projects.



INTERESTS

Spend time with my family, drink good wine and eat good food.



FUN FACT

I played with the famous Swedish band Roxette during the World Music Awards in 2000 and got to meet a ton of celebrities including Michael Jackson!

Nataly Prado

Finance Supervisor

TEAM: Collections

LOCATION: Brazil



JOB DESCRIPTION

Supervise and assist the Collections team to check if the installments were correctly collected, work together with the outsourced collection companies, give all support for some internal departments and to the students regarding to the finance aspects. Supervise and assist the Suppliers Payments process to avoid issues with delayed payments. Help the team to improve the activities and reach the EL goals.



INTERESTS

I like meeting with my family and friends.



FUN FACT

I am very shy.

Nayara Dantas

Control Desk Manager

TEAM: Control Desk

LOCATION: Brazil



JOB DESCRIPTION

Support the call centers (BR and LATAM) and other business areas, ensure the implementation and structuring of tools that allow the monitoring of operational indicators.



INTERESTS

Stay with my husband and my dogs, have a barbecue with my friends and celebrate life. And I'm trying to get back to my sports life (I love running).



FUN FACT

I'm a small woman and when I was a kid my dad would hang me on the doorknob by my shirt when he wanted to punish me, just a few minutes stuck in the door was enough.

Nick Barnett

President

TEAM: Central

LOCATION: London



JOB DESCRIPTION

To provide leadership to the management team, define and communicate strategy and direction of the business, implement change and deliver profit.



INTERESTS

Sailing - and generally messing about in boats. Cycling too, and spending time with my family.



FUN FACT

I once tried hang-gliding to overcome my fear of heights!

Oliver Fisher

Digital Designer

TEAM: Central Marketing

LOCATION: London



JOB DESCRIPTION

To provide digital design services, guidance and support to global marketing teams to increase conversion, ensure branding application and consistency, and create innovative new digital solutions.



INTERESTS

Photography, Collecting Gunpla, Travel (especially Korea and Japan).



FUN FACT

I once went to a movie marathon at my local cinema and watched Star Trek movies back to back for 15 hours. I do not recommend.



Ozge Ulke

BI Analyst

TEAM: Business Intelligence

LOCATION: Barcelona



JOB DESCRIPTION

To analyze and visualize the data in order to power insights and enable consistently informed decision making.



INTERESTS

Travelling, hiking, yoga.



FUN FACT

I am a big carrot addict!

Patricia Miranda

Sales Manager

TEAM: Brazil

LOCATION: Brazil



JOB DESCRIPTION

I am in charge for sales in Brazil, working with more efficiency, profitability, bringing more revenue and lower operating cost.



INTERESTS

I love to cook, enjoy rock 'n' roll concerts and stay with friends, family and my dog, my pug Muricy.



FUN FACT

I am a very good-humoured person, I laugh out loud.

Phoebe Chen

Growth Manager

TEAM: EF Hello

LOCATION: Taiwan



JOB DESCRIPTION

Grow the user base for EF Hello in Taiwan and China.



INTERESTS

Play with my dog MoMo.



FUN FACT

Japan is my favorite country to travel. I had been there more than 10 times.

Raissa Cotrim

Retention Supervisor

TEAM: Retention

LOCATION: Brazil



JOB DESCRIPTION

Train and encourage leaders and agents to understand the mission of teamwork; stimulate individual skills, which will reflect in all service the importance of learning with the resale with fewer offers and excellence in attendance, generating student loyalty.



INTERESTS

I like to be with my husband and daughter in open spaces, close to nature. I love travel, Rollerblading, and also love to do nothing at home, spending time with my family.



FUN FACT

I'm terrible with names. I often forget names of people I recently met. Terrible!

Raul Silva

Manager

TEAM: LATAM

LOCATION: Mexico



JOB DESCRIPTION

To manage and coordinate the internal structure of EF English Live Latam for admin and post sales teams based on company policies, goals, and objectives to ensure an efficient working environment and that deadlines are met consistently.



INTERESTS

Outdoor activities.



FUN FACT

I love to stay active, enjoy playing football, running and hiking but my best is to drink beer :)

Reina Toeda

CRM Director

TEAM: Barcelona Marketing

LOCATION: Barcelona



JOB DESCRIPTION

To provide relevant communications throughout the customer lifecycle, to improve the customer experience and drive acquisition and retention.



INTERESTS

Yoga, beach, explore.



FUN FACT

I've visited more countries than my age.



Ritwik Kulkarni

Machine Learning Engineer

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Machine learning researcher to explore, develop and build machine learning algorithms to support the “AI” goals of the EF Hello app.



INTERESTS

Wildlife Photography, Scuba diving, Hiking.



FUN FACT

I have 7 billion billion billion atoms in my body.

Robert Cheng

Country Manager Taiwan

TEAM: Taiwan

LOCATION: Taiwan



JOB DESCRIPTION

Maximizing market share while maximizing share of wallet in Taiwan market, and increase effectiveness into other regions in Asia Pacific.



INTERESTS

Designing family website.



FUN FACT

My wife says my nose-allergy only happens when I am off work, weekend with kids particularly.

Sirui Li

Senior Software Engineer

TEAM: EF Hello

LOCATION: London



JOB DESCRIPTION

Software engineering work for EF Hello app towards success in China market.



INTERESTS

Watch trains.



FUN FACT

A home espresso hobbyist.

Subrata Acharyya

Salesforce Developer

TEAM: Central

LOCATION: London



JOB DESCRIPTION

To help guide and establish the company's Salesforce mission.



INTERESTS

Travelling, painting.



FUN FACT

Still waiting for the letter from Hogwarts! :D

Thiago Cavalcante

BI Coordinator



TEAM: Business Intelligence

LOCATION: Brazil



JOB DESCRIPTION

Improve the data available to the business, ensuring the most relevant KPIs are widely understood, and align incentives to KPI performance.



INTERESTS

Workout.



FUN FACT

Cycling.

Thomas Bonthelius

Salesforce Administrator

TEAM: Salesforce

LOCATION: Barcelona



JOB DESCRIPTION

Maintaining our Salesforce org and meet the company's Salesforce mission.



INTERESTS

See friends, movies, beach, travel, food.



FUN FACT

I was married and divorced before 22 years old.

Tom O'Beirne

Interim Country Manager for Brazil

TEAM: Brazil

LOCATION: London



JOB DESCRIPTION

To work with the team to create a more profitable and sustainable English Live Brazil, which provides great learning experiences for our customers and a positive and energetic place to work for our staff. To represent English Live Brazil at an central English Live level and across EF.



INTERESTS

Cycle and run, and generally just get outdoors at all opportunities. And when I'm indoors, cook and eat nice food.



FUN FACT

I once had a student bring a pigeon into my maths class while I was teaching.

Virginie Cailleau

Rollout Director

TEAM: Cardinal

LOCATION: London



JOB DESCRIPTION

Rollout as fast as possible with minimal negative impact Cardinal project.



INTERESTS

Read chick-flicks, be with my son, and during the past months: prepare my wedding.



FUN FACT

I used to be in France top 3 shotput throwers.

Wagner Leme Domingues

HR Manager
Brazil & LATAM

TEAM: Brazil

LOCATION: Brazil



JOB DESCRIPTION

Support the operations of English Live Americas (Brazil and LATAM), in terms of people and quality process, hiring, training, monitoring, creating development policies and engagement so that through more prepared people and structured and efficient processes we achieve our results.



INTERESTS

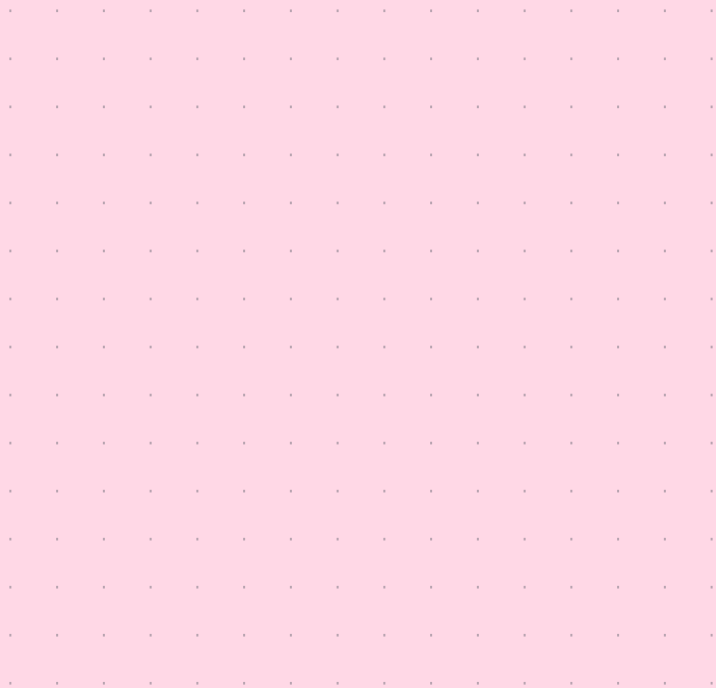
I love to travel to different places.



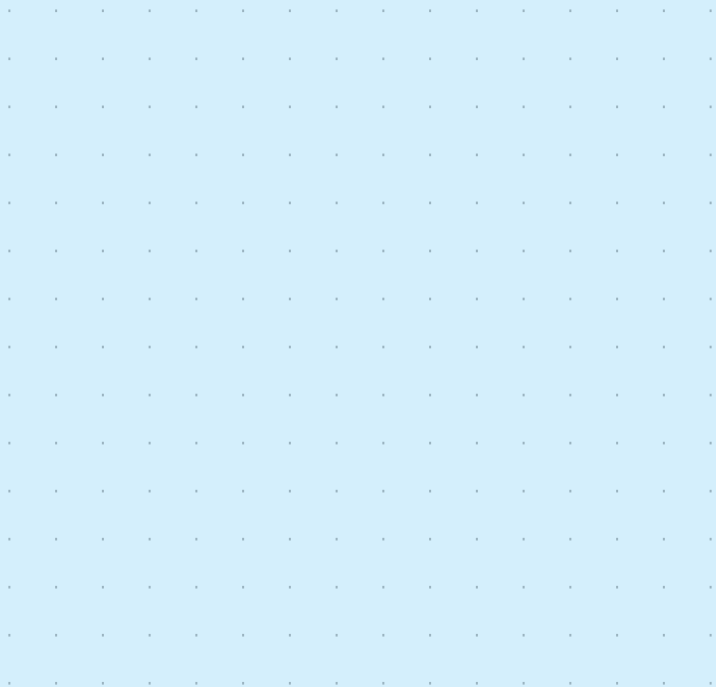
FUN FACT

People often say that when I'm hungry, it's better to avoid talking to me... can be dangerous.

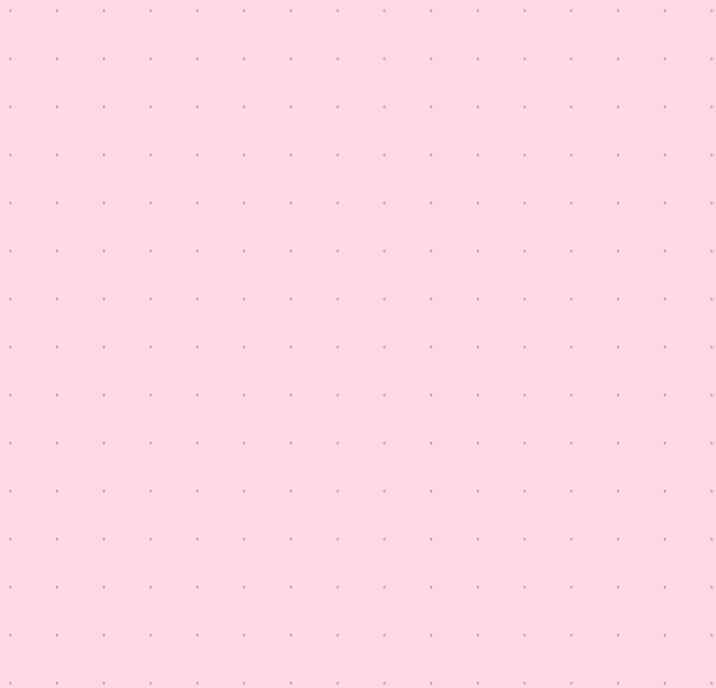
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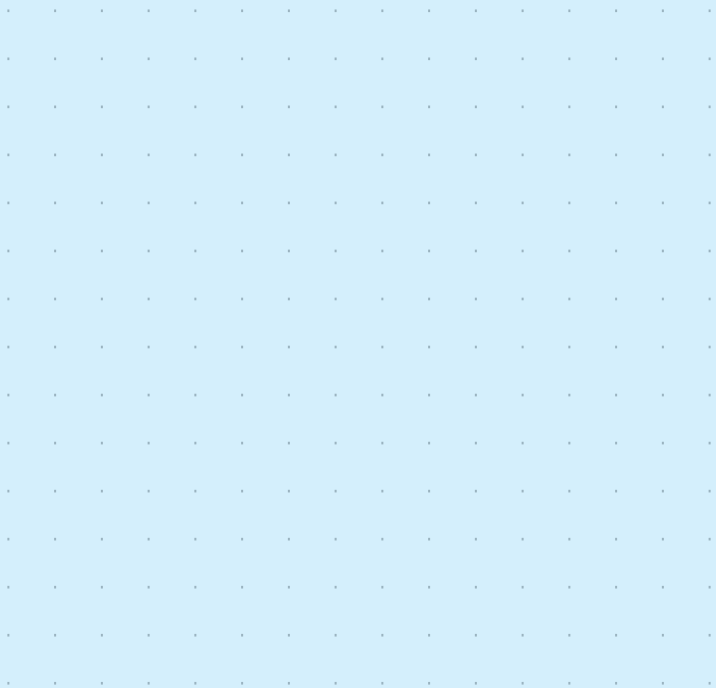
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