

## **MARIA LUIZA SOUZA DIAS**

E-mail: [mldias@sescsp.org.br](mailto:mldias@sescsp.org.br)

### **EDUCATION**

- Graduated in Physical Education at Universidade de São Paulo.
- Post-Graduated in Management at Fundação Dom Cabral.
- Special Majors in Administration complementary studies at Fundação Getúlio Vargas, Disney Institute and Sportive Administration at Universidade de São Paulo.

### **PROFESSIONAL EXPERIENCE**

- Manager of Physical and Sportive Development of SESC São Paulo - Serviço Social do Comércio – in the State of São Paulo.
- Coordinate the Challenge Day for the American Continent – It is a world Campaign to incentive the regular practice of physical activities in benefit of health and well-being. Event that has been promoted around the world by TAFISA and coordinated by SESC SP in the American Continent.
- Leadership in the MOVE Latin America Campaign – The aim of this campaign was to increase the number of Latin American practitioners of sports and physical activities in their leisure (2012-2016), focusing in the well-being.
- ISCA Vice President (International Sport and Culture Association): 2011-2019 and ISCA Latin America Chairwoman.
- Member of the Board of Directors of WLO – World Leisure Organization – for the period 2019-2021.
- Member of the working group of the Ministry of Sports to define a National Sport System.
- Member of the Deliberative Council of ABQV – Associação Brasileira de Qualidade de Vida (Brazilian Association of life Quality).
- Participant in several commissions for the Sport for All development in Brazil and sport and physical activity for the health improvement, in the Chamber of Deputies on the Sports National Plan (PND), in PNUD (The United Nations Development Programme), in the National Agency of Health and other institutions.

## **OTHER HIGHLIGHTS**

- Participation as speaker in National and International events in the field of Sportive Management, Communitarian Sport, Leadership Development, Women and Sports, Sport for All, Sport for Health, Sports and Leisure and promotion campaigns: Brazil, Argentina, Colombia, Spain, France, USA, Germany, Czech Republic, Denmark, Portugal, Italy, Slovenia, Malaysia, China and others.