

MARIA LUIZA SOUZA DIAS

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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. An event that has been promoted around the world by TAFISA and coordinated by Sesc SP in the American Continent.
- Leadership in the MOVE Brazil Campaign – The aim of this campaign was to increase the number of Brazilian practitioners of sports and physical activities (2012-2016), focusing on the well-being.
- Since 2015, coordinates the MOVE Week in Latin America. It was the main legacy of the MOVE Brazil Campaign, an initiative inspired by the European campaign NowWeMOVE.
- 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).
- Member of the Advisory Board of IDBrasil Cultura, Educação e Esporte, a cultural social organization that manages the Museu do Futebol (Football Museum) and the Museu da Língua Portuguesa (Museum of Portuguese Language).
- Coordination of the 1st edition of the World Leisure Day in 2021. An initiative of the World Leisure Organization (WLO) which, in this first edition, was coordinated by WLCE / USP (Center of Excellence in Leisure Studies) in partnership with LAGEL (Laboratory for the Management of Leisure Experiences) and Sesc (Serviço Social do Comércio).

- 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, Cuba, Spain, France, USA, Germany, Czech Republic, Denmark, Portugal, Italy, Slovenia, Malaysia, South Africa, China, Japan, and others.