

CHERYL MARIE CORDEIRO, PhD
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PROFILE SYNOPSIS

- PhD in applied general linguistics, University of Gothenburg
- 12 years experienced applied research social scientist
- Experienced EU project lead coordinator, principal investigator, and project manager in multi-stakeholder industry-university collaborations
- Knowledge expert in a range of social sciences research methodologies (user centric design, corpus linguistics, consumer decision-making, co-management, discourse analysis, cross-cultural communication strategies)
- 70 publications, proven track record of academic publications in systems approach to applied social science research
- Biculturalist, with tacit knowledge of Nordic and Asian / Southeast-Asian cultures
- Member of the networks of RESER (The European Association for REsearch on SERvices), EIBA (European International Business Academy), IIFET (International Institute of Fisheries Economics & Trade), Norwegian Seafood Council and CIBS (Centre of International Business Studies), University of Gothenburg, Sweden. Contributing author to IPBES NEXUS Assessment

WORK EXPERIENCE

2022 - present

RISE Research Institutes of Sweden

Project Manager, EU & International, full-time

- Agriculture & Food / Bioeconomy & Health
- Lead coordinator for EU project proposals
- Horizon project text deconstruction
- Project framework conceptualisation
- Qualitative research methodology refinement
- Co-creation processes, citizen engagement, Social Science and Humanities (SSH component of EU grant proposals)
- Grant proposal writing
- Feedback and review of grant proposal manuscripts
- Data management plan
- Financial budgeting assistance
- Familiarity with EU financial instruments and frameworks
- Consortium building
- Project timeline management
- Project deliverables management
- Project negotiation and contract management

2018 - 2022

Nofima, Tromsø, Norway
Scientist, full-time

- Principal investigator for the project on non-tariff trade barriers to market access (policy and best practice recommendations), in emerging markets
- Work package lead coordinator in 3 on-going EU project proposals, European Green Deal call H2020, two with TNO as partner
- Deliverable lead scientist (blockchain applications in food traceability) in a 6-member team for EU-China-Safe project, working to establish a shared information platform for food safety and integrity between EU and China
- Contributing research scientist (ecosystem services) in AquaVitae, an EU H2020 funded project with 36 research and industry partners on sustainable aquaculture value chains in the Atlantic
- Coordinating and managing the formation of consortia of national and regional (EU) project proposals
- Investigating and consulting with industry on product-services to market strategies for the Norwegian seafood sector
- Investigating and consulting with consumers on consumer choice behaviour
- Prioritising and targeting positive societal behavioural change for local, regional and global seafood consumption for better dietary lifestyle and healthy living in line with the Norway's sustainable goals 2050
- Responsible for knowledge dissemination of research findings through presenting at seminars, workshops, conferences, academic journal articles and industry magazine articles
- Columnist writer (since 2019) for *Today's Manager*, an annual quarterly industry magazine published by the Singapore Institute of Management, with ca. 20 000 readership base mainly in Asia, and Southeast-Asia

2015 – 2018

University of Gothenburg, Gothenburg
ABB Corporate Research, Sweden
Principal Investigator, full-time

- *Riksbankens Jubileumsfond (RJ) Flexit* program principal investigator in understanding user-centric design of products and services in various business contexts (shipping, mining, robotics, smart grid and healthcare)
- Coordinating and managing industry-university strategic alliances in research and innovation through organizing joint seminars and workshops between institutes
- Identifying knowledge gaps in the research field
- Responsible for translating industry R&D into market
- Designing research questions and identifying appropriate frameworks of analysis for collected data sets

- Data collection, using various qualitative and quantitative social science methods and measures, through primary and secondary data sets
- Constructing corpora, transcribing interviews for data analysis and text mining for keywords-in-context analysis
- Disseminating knowledge and research findings through organizing seminars, workshops, conferences, and publishing in academic journals and industry magazines
- Participating in corporate trade shows as part of the corporate demonstration team for User Experience and Design group (15 professionals)
- Successfully coordinated 2 field studies for joint university and industry participants in the course of the RJ Flexit program to a collaborative robotics factory in Västerås, Sweden
- Responsible for reporting to the RJ Flexit program Board of Directors on the progress of the project
- Responsible for financial budgeting and reporting for the RJ Flexit program project

2011 – 2013

GU Holding, University of Gothenburg, Gothenburg, Sweden
Key Account Manager, full-time

- Liaising between corporate HR directors, and university faculty in planning leadership training programs for corporate clients (Volvo AB and SKF AB)
- Organizing and coordinating on-site, global leadership program deliveries, in accordance to client agreement of country of choice
- Successfully delivering 10 leadership programs between 2011 and 2013 in China (2x), Finland, Iceland, India (2x), Poland, Sweden (2x) and Singapore
- Reviewing, evaluating and tailoring leadership programs in accordance with client needs / requests
- Reviewing and renewing of contracts with clients (annual)
- Budgeting for each planned leadership programs
- Creating corporate brochures (team of 3 professionals) for Executive Education, and content creation for University website and disseminating information on leadership program
- Represented the University (1 of 2 delegates nominated and sent) at the International Faculty Program (IFP) 2011 held at IESE Business School, at the University of Navarra, Barcelona, Spain

- 2010 – 2018 Centre for International Business Studies (CIBS), University of Gothenburg, Sweden
Research Fellow, full-time
- Formulating an applied social sciences perspective to international business and economic geography project proposals
 - Prioritizing and co-writing research project proposals for national grants
 - Teaching “language based qualitative research methodologies” in the International Business and Trade (IBT) program, Master of Science program.
 - Supervising 5 master thesis students. 2 candidates were awarded the prestigious *The Richard C. Malmsten Award for Best Thesis* is awarded each year to the best thesis within each Graduate School (GS) Master Programme in 2015.
 - Key Account Manager (2011-2013), managing its portfolio and responsibilities, with the School of Executive Education
 - RJ Flexit Principal Investigator (2015-2018), as project owner and manager, with ABB Corporate Research.

EDUCATION

- 2015 Maastricht University, Netherlands (course)
Global and Cross-cultural Organizational Research, Hofstede Chair
- 2011 IESE Business School, Barcelona, Spain (leadership course)
International Faculty Program
- 2009 Department of Linguistics, University of Gothenburg, Sweden
General Linguistics, PhD
- 2001 Nanyang Technological University (NTU), Singapore
Information Studies, Master of Science
- 2000 National University of Singapore (NUS), Singapore
English Language, Master of Arts

PUBLICATIONS

(ORCID full publication list <https://orcid.org/0000-0001-6713-5100>)

58 publications from 2010

- 20 book chapters (edited series)
- 24 conference papers (peer reviewed)
- 12 academic journal articles (peer reviewed)
- 2 industry magazine articles (edited)

LANGUAGES

English (native), Swedish (near native), Norwegian (professional proficient)
Mandarin (conversational)

HOBBIES

Journal writing, blogging, reading (variety of literature genres), cooking, walking, dancing

SOCIAL MEDIA

Lifestyle blog: <https://www.cmariec.com/>

Academic reflections blog: <https://www.cherylmariecordeiro.com/>

Academic reflections blog: <https://www.cherylmariecordeiro.se/>

LinkedIn: <https://www.linkedin.com/in/cherylmariecordeiro/>