

Maria Luiza Fernandes

Porto, Portugal

Professional with solid experience of over 7+ years in privacy governance and technology in LATAM and Europe. Implementing data protection programs from scratch and improving program maturity for global companies such as Toyota & Lexus, AB InBev, Telefonica, BAT, Petrobras, Sura, Fiven, as well as public entities such as DataSUS. Provided support in three European DPA investigations through documentation review and strategic advice. Skilled at advising cross-functional teams and integrating compliance into technologies, focused on product teams' relationships and product development, focused on Marketing and MarTech. Published author in privacy and technology topics, with academic research sponsored by leading institutions (UNESCO, Facebook). Mentor. Certified in Privacy Management (CIPM).

PROFESSIONAL HISTORY

Data Protection & IT Compliance Consultant - Contractor

Jun 2024 – September 25

Toyota Motor Europe, Belgium (Remote)

- Responsible for IT Compliance, assessing scope for GDPR, AI Act, PCI-DSS, CRA, SOX, NIS2, ISO27001, and Vehicle Regulations.
- Assessed architectural design projects through the Solution Review Board process, ensuring compliance with GDPR and global privacy standards.
- Advised technical and business teams on privacy-by-design requirements, integrating data protection principles into the early stages of system and product development.
- Reviewed 500+ RoPAs and 100+ DPIAs to identify privacy risks and design mitigation strategies, strengthening compliance across platforms.
- Led continuous improvement initiatives for privacy processes, optimizing governance workflows, and aligning them with technology strategies.
- Implementing and enhancing Privacy Technology modules such as OneTrust and AuditBoard.

Global Privacy Product Manager - MarTech & Consumer Data

May 2022 – February 2024

AB InBev (Remote)

- Designed and implemented a comprehensive global privacy strategy across digital marketing platforms, ensuring global consistency of the Privacy Program.
- Led cross-functional teams involving marketing, data, product management, legal, security, and engineering to embed privacy-by-design into consumer data platforms (CDPs) and MarTech tools.
- Aligned a consistent consumer consent frameworks for marketing activations, AI marketing guidelines, and ethical data use initiatives, strengthening consumer trust in 50+ markets.

- Directed risk mitigation efforts in high-visibility projects such as FIFA World Cup campaigns and NFT/AI-driven activations, ensuring transparency and regulatory alignment.
- Established and expanded Consumer Preference Centers for DTC, B2B (BEES), and MarTech environments, empowering consumers to manage their data preferences independently.

Data & Privacy Lead

Jun 2021 – May 2022

Global Data Bank, Brazil (Remote)

- Working with product teams to develop and optimize the Data Safety Index (DSI) product for privacy risk detection in code.
- Researched and analyzed privacy market trends for product improvement opportunities.
- Structured and enhanced the internal privacy and data protection program, providing training and mapping the data flows, as well as addressing risk mitigation.
- Built and directed a dynamic privacy product team integrating privacy-by-design principles.

Consultant II: Risk Advisory

Jan 2021 – Jun 2021

Deloitte, Brazil (Remote)

- Advised multinational corporations such as British American Tobacco (BAT) and Petrobras on LGPD compliance implementation, mapping + 600 data flows, identifying risks, and proposing mitigation controls.
- Implemented privacy governance technology modules (OneTrust).
- Led training sessions and presented project results to senior leadership.

Data Protection Officer and Privacy Analyst

February 2020 - January 2021

RSI, Brazil (Hybrid)

- Managed LGPD compliance projects for diverse privacy and public organizations.
- Implemented governance technology tools (Privacy Tools, OneTrust).
- Drafted core privacy program documents (policies, DPIAs, legal bases, RoPAs).
- Led commercial meetings and delivered stakeholder privacy training.

EDUCATION

Advanced Master's in Privacy, Cybersecurity, and Data Management

2025-2027

Maastricht University, Maastricht, Netherlands

- Expected completion: June 2027

Bachelor of Laws

2015-2020

Presbyterian University Mackenzie, São Paulo, Brazil

- Full Scholarship - Brazilian Government Program: PROUNI

TEACHING EXPERIENCE

Guest Lecturer

2022

Escola de Negócios e Seguros

- Lectured MBA students on "Privacy and Product by Design"

Data Protection Monitor

2020 - 2021

Data Privacy Brazil, São Paulo, Brazil

- Monitoring data protection professionals, Practical Implementation of Data Protection: LGPD

RESEARCH & PUBLICATIONS

FERNANDES, Maria Luiza Correia; TAVARES FILHO, Paulo. ANPD and Cookies: Technological and Regulatory Perspectives. RT, 2023. In: Current Topics in Digital Law. Available at: <https://www.livrariart.com.br/temas-atuais-de-direito-digital/p>

FERNANDES, Maria Luiza Correia. Tracking Pixels: Invisible Privacy Risks. ITS Rio, 2022. Available at: <https://somos.itsrio.org/livro-ia-bigdata-pos-graduacao-its-uerj>

FERNANDES, Maria Luiza Correia; SUNDFELD, Philippe. *LGPD and UX: A Balance for Consent*. Jota, 2021. Available at: <https://www.jota.info/opiniao-e-analise/artigos/lgpd-e-ux-um-equilibrio-para-o-consentimento-1607-2021>.

Academic Researcher

2018

Presbyterian University Mackenzie & Facebook Brazil

Selected for a research fellowship sponsored by Facebook Brazil to research the cataloging and analysis of court decisions on content removal on social networks, especially those requested by political parties and candidates in lawsuits filed in Electoral Justice.

- Conducted in-depth legal research on content removal lawsuits.
- Drafted academic articles and presented findings in legal forums

CERTIFICATIONS

- Certified Information Privacy Manager (CIPM) - IAPP
- Kanban System Design (KMP I) - Kanban University

LANGUAGE SKILLS

- Portuguese (Native), English (C2)