

## **Miguel de Sousa Major**

*Urban Innovation Specialist, Smart Cities, and Sustainable Development*

### **Personal Information**

- **Date of Birth:** March 1971
- **Place of Birth:** Estoril, Cascais, Portugal
- **Residence:** Cascais, Portugal
- **Marital Status:** Married
- **Children:** Father of two
- **Other Relations:** Two siblings, seven nieces and nephews, and several godchildren

### **Professional Profile**

An experienced professional specializing in the integration of emerging technologies with urban solutions to foster innovation and sustainability in cities. Over a 30-year career, he has led urban transformation projects, positioning himself at the forefront of smart and resilient city development. With a focus on creating interconnected urban environments, his projects reflect a commitment to improving quality of life and promoting environmental responsibility.

### **Professional Experience**

#### **Feel the Life Consulting Ltd.**

*Co-founder and Partner (2019 - present)*

Developing innovation strategies and consulting for digital and urban transformation projects across the Portuguese diaspora. In this role, he guides the development of sustainable and well-being solutions, applying approaches that integrate technology and quality of life into urban spaces.

#### **Cascais City Council**

*Head of Future (2018 - 2022)*

Led the municipal Innovation and Future direction, spearheading Cascais' smart city initiatives, and implementing technological solutions encompassing sustainable mobility, citizen relationship management systems, and digital health (e-health). Under his guidance, Cascais became a benchmark in urban interconnectivity and smart services, collaborating with partners like Deloitte and Microsoft.

## **OKI Brasil - Oki Electric Industry Co, Ltd**

*CEO Southern Europe (2011 - 2018)*

Managed the expansion and innovation of urban and digital infrastructure solutions in Portugal and Spain. Led projects in payment technologies, service automation, and market expansion strategies, positioning the company as a leader in innovative technology solutions for urban environments (retail and banking).

## **Itautec – Itaúsa Investimentos Itaú S.A.**

*CEO Southern Europe (2002 - 2011)*

Headed Itautec's operations in Portugal and Spain, focusing on technological innovation and urban infrastructure (retail and banking). Directed strategic initiatives, including mergers and acquisitions, new market expansions, and sustainability projects, which enhanced the company's positioning in European markets.

## **Grupo Seiko**

*Career Start (1992 - 2000)*

Began in the watchmaking industry, developing a profound understanding of high-precision products and technological innovation, which he later applied in leadership roles.

## **Key Projects and Innovations**

### **Cascais Smart City Project (2022)**

In partnership with Deloitte and the Cascais City Council, he led the implementation of smart city infrastructure, including environmental monitoring systems, waste management, shared mobility solutions, and digital platforms for citizen participation.

### **e-health Vida Cascais (2021)**

Developed a digital health solution in Cascais that offers access to health services, promoting an integrated approach to public health. This project aims to improve healthcare access and optimize resources through digital solutions.

### **Mobile Payment System MBWay (2015)**

Led the creation of MBWay, a digital wallet developed in partnership with SIBS and the Auchan Group, enabling mobile payments and secure transactions in both physical and online stores.

### **Quickway Self-Service System (Auchan Group and Fnac) (2005)**

Introduced self-service solutions, reducing waiting times and enhancing customer experience in Auchan Group and Fnac stores.

### **Carrefour Loyalty Card – Family Card (2004)**

Developed a loyalty program that strengthened the relationship between Carrefour and its customers, promoting a personalized shopping experience.

### **Movement “Nexus Cities” and the Concept “Nexus: The Future of Cities”**

Inspired by his vision for more integrated and sustainable urban development, he created the concept “Nexus: The Future of Cities,” which evolved into the Nexus Cities Movement. This movement advocates a holistic approach to urban development, integrating digital, ecological, social, and economic systems to create more balanced and resilient cities. Unlike traditional “Smart Cities,” Nexus Cities promote interdependence beyond technology, encompassing environmental sustainability, social responsibility, and quality of life.

### **Academic Background**

- **Bachelor’s Degree in Social Sciences**

Gained a solid foundation in humanities and social sciences, essential for understanding urban needs and developing people-centered solutions.

- **Master’s in Business Administration (MBA)**

Advanced education in corporate management and administration, with a focus on corporate strategy and innovation.

- **Emotional Leadership Training**

Specialization in leadership with a focus on emotional intelligence, fundamental for team management and creating collaborative environments.

### **Publications and Literary Works**

#### **Books**

- *Viva la Vida, Living with Purpose Because Life is Rare*: Explores the importance of purposeful and resilient living.
- *7 Keys for Transformation* (co-author, 3g Smart Group): Focuses on strategic keys for organizational transformation.
- *Nexus: The Future of Cities*: Presents a vision for the future of cities, integrating digital, ecological, social, and economic systems for a more holistic urban development.

## **Opinion Articles**

Author of various opinion articles, sharing insights on urban innovation, sustainability, and the future of cities. His articles address topics such as digital transition, Nexus Cities, and the impact of technology on urban quality of life, contributing to public debate on sustainable development and people-centered urban policies.

## **Languages**

- **Portuguese** (native)
- **English** (advanced)
- **Spanish** (advanced)

## **Affiliations and Social Responsibility**

- *Board Member at Santa Casa da Misericórdia de Cascais*, collaborating on social innovation and community support initiatives.
- *Founder of the MaisCascais Civic Movement*, focused on sustainable development in Cascais and citizen engagement in decision-making processes.
- *Member No. 4414 of Sport Lisboa e Benfica*.
- *Social Entrepreneur* at Associação Acreditar, Fundação A Barragem, Associação VilaComVida, and Fundação Champagnat, contributing to social causes and community support.