

Giulia Willcox

Product Owner · Innovation Manager · AI Strategy & Governance

Rio de Janeiro, Brazil · giuliawillcox.xyz · [linkedin.com/in/giulia-willcox](https://www.linkedin.com/in/giulia-willcox) · lattes.cnpq.br/8407028567943269 · orcid.org/0009-0002-8062-5889

PROFESSIONAL SUMMARY

Technology and business professional with a background in Computer Science and Law. Currently IT Analyst & Product Owner at ITS Rio and Assistant Professor of the MBA in AI and Business (PUC-Rio / PUC-PR). MSc in Business Strategy candidate at IAG PUC-Rio, researching AI adoption, trust, and data governance. Active in Web3 and blockchain ecosystems since 2021. A background in intellectual property and corporate law adds a practical edge in digital product, governance, and strategy work.

PROFESSIONAL EXPERIENCE

Jr IT Researcher · Product Owner

ITS Rio — Institute of Technology and Society, Rio de Janeiro · Jul 2024 – Present

- Acting as Product Owner: backlog management, delivery prioritization, and coordination of multidisciplinary teams.
- Management and support of internal IT systems and digital tools.
- Technology planning, process improvement, and operational support.
- Interface with external tech providers; process documentation and digitalization initiatives.
- Technical and legal background enables direct dialogue with researchers, engineers, and policy makers.

Assistant Professor — MBA in AI and Business

IAG PUC-Rio / PUC-PR Digital (joint program) · Jan 2026 – Present

- Teaching support for the MBA in AI and Business: Strategy, Innovation and Results.
- Contributes to discussions on AI strategy, technology adoption, responsible AI, and organizational governance.

Facilitator & First Ambassador — iCoLab Academy

iCoLab — Collaborative Blockchain Institute (Volunteer) · May 2021 – Present

- Joined as volunteer researcher; in Jan 2023 took on coordination of the Computer Science research pillar.
- Led the strategic pivot of iCoLab Academy in 2023: transition to multidisciplinary Special Interest Groups (SIGs).
- Recognized as the first Ambassador of iCoLab Academy.
- IP background applied to blockchain governance, digital ownership, and decentralized asset structures.

Web Projects Lead · Operations

GameJamPlus, Rio de Janeiro · Nov 2023 – Dec 2024

- Led web development projects (UX/UI) and operations at Brazil's largest game development movement — 30+ countries, 10,000+ gamedevs.
- Process management, operations structuring, and team coordination during international expansion.

Special Projects Manager · Intern

Metaverse Agency, Rio de Janeiro · Jan 2023 – Jan 2024

- Managed special projects in NFTs, Web3, digital art, and virtual environment monetization.
- Produced editorial content on generative AI and metaverse opportunities — published in Revista Near.

Co-Managing Partner

WOWL Education, Rio de Janeiro · Apr 2020 – Jul 2022

- Co-founded and managed an education startup through the full cycle: operations, team management, product, and business sustainability.

- Previously: Operational Development Manager (Jan 2018 – Sep 2019), scaling processes during a rapid growth phase.

Technical & Management Advisor

Secretariat of Civil House and Economic Development, State of Rio de Janeiro · Oct 2019 – Mar 2020

- Advisory at the Social Communication Sub-secretariat; interface between public management, strategic communication, and economic development policy.

Corporate & IP Consultant Lawyer

Pougy Tupinambá Advogados · C Medeiros e Menezes Advogados, Rio de Janeiro · Jun 2016 – Jan 2019

- Consultive practice in contractual, corporate, and intellectual property law.
- IP background provides a practical edge in digital product strategy: licensing, data protection, and asset structuring.

RECOGNITION & ACTIVITIES

Guest Evaluator — Final Panel

CPQD Technological Residency Program, 2nd edition · Apr 2026

- Invited external evaluator at CPQD — one of Latin America's largest R&D; centers, backed by Brazil's Ministry of Science, Technology and Innovation.
- Evaluated projects across tracks: blockchain, post-quantum cryptography, cybersecurity, IoT, and private networks.

SELECTED TALKS & PANELS

2025 · Blockchain Rio Festival

Rio de Janeiro

2023 · 2024 · Rio Innovation Week

Panel: AI & MetaWorld — Innovation, Regulation and Social Impact (2024)

2023 · Smart Summit — Web3 Experience Room

Panel: Collaborative Blockchain Institute – New Business Models

2023 · Senac Rio Summit

Stage: Women in Tech — Reprogramming Everything

EDUCATION

MSc in Business Administration — Strategy (in progress)

IAG — Business School, PUC-Rio · 2025 – Present

Bachelor of Science in Computer Science

Estácio · 2020 – 2024

Postgraduate in Digital Law

Descomplica · 2020 – 2021

Postgraduate in Human Rights

CEI e FACICA · 2020 – 2021

Bachelor of Law

Universidade Federal Fluminense (UFF) · 2009 – 2016

PUBLICATIONS

Metaverse's Gold Rush

Revista Near (Web3 publication)

The Right to be Forgotten: and our responsibility with history?

Revista Justificando · available on Jusbrasil

Generative AI in the metaverse: interviewing ChatGPT on opportunities for digital artists

Metaverse Agency, 2023

CERTIFICATIONS

Ethereum Blockchain · Solidity · Smart Contracts · Web3 & Dapps · Udemy, Dec 2023

Cybersecurity · EBAC — British School of Creative Arts and Technology, Jan 2025

Compliance · Fundação Getulio Vargas, Jul 2022

CAE — Certificate in Advanced English · University of Cambridge, Feb 2008

CORE EXPERTISE

Product & Tech	Product Ownership · IT Systems · Process Digitalization · UX Fundamentals · Power BI
AI & Governance	AI Adoption · Trust in Digital Systems · Data Governance · Responsible AI
Web3 & Blockchain	Ethereum · Solidity · Smart Contracts · NFTs · Dapps · Tokenization
Strategy	Digital Transformation · Innovation Ecosystems · Technology Strategy · IP Strategy
Leadership	Stakeholder Management · Mentoring · Executive Communication · Strategic Thinking
Languages	Portuguese (native) · English (fluent/bilingual) · Spanish (professional) · French (elementary)