

João joined DIGITALEUROPE in April 2022 as Senior Manager for Digital & Green Transformation Policy, continuing the association's work on the twin transition and promoting digital as a necessity for significant climate action.

Before joining DIGITALEUROPE, João was Head of Environment & Sustainability and Senior EU Affairs Manager at Hitachi Europe GmbH. Between 2012 and 2021, he worked on EU Environmental policy in the field of Chemicals, Circular Economy, Climate and the European Green Deal. As part of his mission, he contributed to promoting and implementing decarbonisation/greenhouse gases emissions reduction policies and actions across Hitachi Group in Europe. During the same period, he also worked in the field of EU health policy.

Prior to joining Hitachi, João worked for a Medical Devices/Cosmetics regulatory consultancy and completed several internship experiences in the public and private sectors, including at the European Commission, the Embassy of Portugal in Tokyo, a law firm, and a trade association.

João holds a degree in Law from Universidade Nova de Lisboa (Portugal) and a LLM in EU Law from Universidad Carlos III de Madrid (Spain). In 2021, he completed a business sustainability management course at the Cambridge Institute for Sustainability Leadership (UK).