



CRISTINACARDIGO  
DOULA

I conduct research in the field of childbirth, with applied experience as a doula. My work focuses on bridging research and practice to improve the understanding and experience of pregnancy, birth, and the postpartum period.

Alongside my research, I support families through pregnancy and birth, working towards a more calm and supported transition into parenthood.

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## PROFESSIONAL EXPERIENCE

**2015 - present**

**Doula, Breastfeeding Counsellor**

**Water Doula** (since 2023)

**Mentor and Business Advisor for Perinatal Professionals** (since 2020)

**2018**

**Group Leader - Positive Birth Movement Oeiras**

**2017 - Founder & Lead Organizer, Humanos Conference**

*Conference on parenting and human development, held at Centro Cultural de Cascais Paula Rego, with multidisciplinary experts including pediatrician Carlos González*

**2015 – 2016**

**Board Member (Marketing and Social Innovation), Grãos de Gente Kindergarten**

**2014-2019**

**Founder & Project Lead, Mimami**

Social Entrepreneurship Project supported by Banco de Inovação Social – BIS/SCML and DNA Cascais

**2010 – 2017**

**Lecturer**

ISCTE-IUL | FCSH-UNL | Polytechnic Institute of Leiria | IPAM

**2008 – 2013**

**PhD Research Fellow**, Fundação para a Ciência e a Tecnologia (FCT)

**2008 – CRM Consultant**, Accenture

**2007 – CRM Engineer**, Microsoft

**2004-2007 – Sales Operations Coordinator**, Hewlett-Packard

**2004 – Summer Internship**, Instituto de Marketing Research



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## EDUCATION

### 2017 - Advanced Doula Training

Rede Portuguesa de Doulas

### 2015 - Introduction to Childbirth for Doulas, Birth Doula,

DONA International

### 2014 - Social Innovation Bootcamp

INSEAD-IES – Social Business School

### 2013 - PhD in Marketing

ISCTE-IUL – 17/20 - Approved with distinction

PhD Research Fellow, Fundação para a Ciência e a Tecnologia (FCT)

Doctoral Merit Scholarship granted by ISCTE-IUL

*"Last Christmas I Gave You My Heart" Gift-Receiving and Identity-Threat: Voluntary Disposition as a Coping Strategy*

### 2008 - Master in Marketing

ISCTE-IUL – 16/20

Merit Scholarship granted by ISCTE-IUL

*The adoption of Ecologically Conscious Consumer Behaviors: Exploring its association with materialism and voluntary simplicity lifestyles.*

### 2005 - BSc in Management and Administration

ISCTE-IUL – 15/20

TOP EG 15+ Award

## PROFESSIONAL DEVELOPMENT

### Childbirth, Pregnancy & Postpartum Care

- Spinning Babies – **Maíra Libertad** (Obstetric Nurse) | 2024
- Expanded Birth Anatomy and Physiology – **Maíra Libertad** | 2024
- The Nature of Life (2016), Rescuing Our Sexuality (2018), The Art of Birth (2020) – **Naoli Vinaver** (Midwife)
- Thai Massage for Pregnancy and Postpartum – Marjorie Sá | 2024
- Aquamãe: Aquatic Preparation for Pregnancy, Birth and Postpartum – Mariana Rosa (Physiotherapist) | 2022
- Use of Rebozo in Pregnancy, Birth and Postpartum – Raquel Cajão (Midwife) | 2019
- Emotional Changes in Pregnancy and Postpartum – Ana Vale (Mental Health Nurse) | 2018
- Pregnancy Massage – Maria João Alvito (Physiotherapist) | 2015



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## PROFESSIONAL DEVELOPMENT

### Lactation, Infant Feeding & Newborn Care

- WHO/UNICEF Breastfeeding Counsellor Certification – **IBFAN** | 2015
- Brazelton Touchpoints Model – **Joshua Sparrow** | 2016
- Understanding Baby's Crying – "The Period of PURPLE Crying", Brazelton/Gomes-Pedro Foundation | 2018
- Neurobehavioral Approach to Breastfeeding – **Nils Bergman** | 2015
- Infant Massage Instructor – International Association Infant Massage (IAIM) | 2016
- Babywearing Consultancy – Rosa Sorribas (IBCLC) | 2016

### Somatic Work, Trauma-Informed & Embodiment Practice

- The Wisdom of Trauma – **Gabor Maté** | 2020–2021
- Social Presencing Theater – **Arawana Hayashi** | 2022
- Deep U (Theory U / Embodied Presence) – **Vasco Gaspar** | 2019
- Embodiment – Cognitive Meaning in the Self-Regulation of the Child, **Ale Duarte** | 2019
- Rebirth in Warm Water – Lurdes Rodeia (Midwife) | 2023
- Venuas - Connection Circles on the History of the Body, Susana Fialho | 2023
- Somatic Experiencing – Jaques Delgado (Psychologist) | 2019
- Gender, Sexualities and Families – Mário Santos (Sociologist) | 2017
- Children's Meditation Facilitator, MYIOGI | 2016

### Women's Health, Pelvic Health & Sexuality

- Fascia: From Pregnancy to Menopause – **Laura della Negra** (Physiotherapist) | 2024
- A Journey Through the Female Body: Historical, Symbolic, and Archetypal, **Liana Netto** (Psychologist) | 2019
- Aurora: Nurturing Menopause – Carla Fernandes (Nutritionist) | 2024
- Integral Women's Health Course – Antonella Vignati (Nutritionist) | 2019
- Being a Woman in Full – Vulva and Vagina, The Place of Pleasure – Radmila Jovanovic (Obstetrician) | 2019
- Organic Aromatherapy Course, Raquel Costa's Aromatherapy School | 2018 | 2021
- Postpartum Psychological Disorders – Ana Rocha (Psychologist) | 2017



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## ACADEMIC AND SCIENTIFIC ACTIVITIES

### **2016 – 2017 Adjunct Teacher**

Instituto Português de Administração de Marketing de Lisboa

### **2015 – 2017 Invited Assistant**

Universidade Nova de Lisboa, Faculdade de Ciências Sociais e Humanas

### **2013– 2014 Invited Assistant**

Instituto Politécnico de Leiria

### **2008– 2013 Assistant**

ISCTE-IUL

### **2012 Co-supervisor of master thesis**

Casanova, D., Rita, P., Cardigo, C. *Do consumers trust 'experts'? The Impact of Source Credibility on Consumers' Responses to Corporate Social Responsibility Initiatives*, ISCTE-IUL.

### **2011 Co-supervisor master thesis**

Gomes, M., Rita, P., Cardigo, C., *Signaling intelligence and creativity through consumption of green-products*, ISCTE-IUL.

### **2010 Conference Organization**

European Doctoral Programmes Association in Management & Business Administration (EDAMBA) Annual Meeting.

### **2009 – 2012 Scientific Conference Presentations**

Cardigo, C. & Rita, P. (2012). Last Christmas I gave you my heart" - Gift-receiving and Identity -threat: Disposition as a coping strategy. In European Marketing Academy Doctoral Colloquium, Lisboa.

Cardigo, C. & Rita, P. (2011). I Act, Therefore I Am: Confronting Consumption with Ecological Behavior. In European Marketing Academy Conference, Ljubljana.

Cardigo, C. & Rita, P. (2010). Fostering Sustainable Consumption through Consumer Empowerment. In American Marketing Association, Boston.

Cardigo, C. & Rita, P. (2010). Fostering Sustainable Consumption through Consumer Empowerment. In European Advances in Consumer Research, London.

Cardigo, C. & Rita, P. (2010). Moving Towards Sustainability: Empowering Consumers through Knowledge-based Trust. In Academy of Marketing, Coventry.

Cardigo, C. & Rita, P. (2010). The Adoption of Ethical Consumption Practices: From Values to Actions. In European Marketing Academy Doctoral Colloquium, Copenhagen.

Cardigo, C. & Rita, P. (2009). The Adoption of Ecologically Conscious Consumer Behaviors: Exploring its Association with Materialism and Lifestyles of Voluntary Simplicity. In European Marketing Academy Conference, Nantes.