



Luis Avelar

46 years old, Portuguese. Graduated in Electrotechnical Engineering by Technical Superior Institute Lisbon - Portugal

Master Degree in Marketing and Financing

In 1980 began his activities in the Portugal Telecom Group where he carried management responsibilities in the areas of New Product and Services Development, Commercial and Marketing Planning and Large Account's Administration.

Between 1991 and 1993, he was expert of the European Commission in the area of Telecommunications' Policy.

He returned to the Portugal Telecom Group in 1994 to support the program of Privatization of the Company and later to coordinate the Program of Strategic Alliances.

In 1998 he moved to Brazil to study the opportunities opened by the Sistema Telebrás's privatization. After the acquisition of Telesp Celular, he became Special Advisor to the President of Telesp Celular, regarding Commercial, Marketing and strategic issues. In particular he was responsible for the coordination and deployment of special projects. Currently he is the Vice-President of the Wireless Internet and E-Commerce of Telesp Celular S.A.

