

CYNTHIA MEDEIROS

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CURRENT ACADEMIC POSITIONS

University of Strathclyde

2023 - present

Teaching Associate

- Module lead and coordinator of undergraduate and postgraduate quantitative modules within the Department of Management Science

EDUCATION

University of Strathclyde

2026

PhD in Management Science

Supervisors: Prof. Matthew Revie, Prof. John Quigley

Examiners: Prof. Kevin Wilson, Dr Euan Barlow

Universidad Carlos III de Madrid

2019

MSc in Statistics for Data Science

University of Edinburgh

2018

MSc in Economics

Ibmec

2017

BSc in Economics

FIELDS OF INTEREST

1. Applied Natural Language Processing
2. Bayesian Modelling and Statistical Learning
3. Applied Bayesian Econometrics

RESEARCH

Preprint

1. **A Statistical Framework for Detecting Emergent Narratives in Longitudinal Text Corpora**, with J. Quigley & M. Revie. Available at arXiv.

Working Papers

1. **A Simulation Study of Topic Model Performance under Varying Corpus Conditions**, with J. Quigley & M. Revie
2. **Are we speaking the same language? Using topic models to shed light on research utilization issues between entrepreneurial ecosystem scholars and policy-makers**, with S. Green

GRANTS & FUNDING

- Early Career Development Fund, Heriot-Watt University** 2026
Role: Co-Investigator (with S. Green)
Funding awarded to support research project on natural language processing and entrepreneurial ecosystems. £1,000
- University Student Excellence Award (SEA) Studentship, University of Strathclyde** 2026
Role: Co-Investigator (with N. Hauzenberger)
Studentship awarded to Thiago A. C. A. Santos supporting doctoral research in Bayesian econometrics. £133,665
- Guest Research Visiting Fund, University of Strathclyde** 2025
Role: Co-Investigator (with P. Wu & G. Koop)
Funding awarded to host Prof. Dan Zhu (Monash University) for research collaboration in Bayesian econometrics. £1,000
- GCRF PhD Studentship, University of Strathclyde** 2019
Role: Award Holder
Doctoral scholarship supporting PhD research in Management Science (Bayesian topic modelling and statistical learning for textual data). £100,000

KNOWLEDGE EXCHANGE

- Risk Analysis for Nuclear Reactors in Scotland** 2024–2025
Role: Academic Supervisor
Industry Partner: Frazer-Nash Consultancy (with D. MacInnes)
Supervision of 11 commissioned postgraduate dissertation projects on risk analysis and decision-making for nuclear reactor deployment in Scotland.
- Risk Analysis for Braking Systems in Nuclear Submarines** 2024
Role: Academic Supervisor
Industry Partner: Frazer-Nash Consultancy (with D. MacInnes)
Supervision of 6 commissioned postgraduate dissertation projects on reliability and risk analysis of braking systems in nuclear submarines.

CONFERENCES & SEMINARS

- Bayesian Young Statisticians Meeting, Chiba University** 2026
Chiba, Japan (*Poster presentation - forthcoming*)
- Management Science Seminar Series, University of Strathclyde** 2025
Glasgow, UK (*Paper presented*)
- Entrepreneurial Ecosystem Research, University of Stuttgart** 2024
Stuttgart, Germany (*Paper presented*)
- International Workshop Game Theory Society, University of Sao Paulo** 2014
Sao Paulo, Brazil (*Attended*)

ACADEMIC SERVICE

Royal Statistical Society

2025 - present

Fellow and Committee Member (Glasgow Local Group)

- Contribution to the organisation of the Glasgow Local Group seminar programme

TEACHING

University of Strathclyde, Glasgow, UK

Supervision

- **Doctoral (PhD) - Prospective**

Co-Supervisor (with N. Hauzenberger & G. Koop): PhD studentship application for Thiago A. C. A. Santos (University of Strathclyde, submission March 2026; expected start October 2026)

- **Postgraduate Taught (MSc Dissertations)**

Academic Supervisor: 18 students, MSc Business Analysis & Consulting; MSc Business & Management, University of Strathclyde (2024–present)

- **Undergraduate Dissertations**

Academic Supervisor: 3 students, BA (Hons) Business Analysis & Technology, University of Strathclyde (2025–present)

Sole Module Lead / Coordinator

- MS981 DATA LAB

MSc Entrepreneurship, Hunter Centre for Entrepreneurship, Strategy & Innovation (2024)

- MS988 FINANCIAL MODELLING WITH EXCEL

MSc Finance, Department of Accounting & Finance (2024–present)

- MS422/927/831 RISK ANALYSIS AND MANAGEMENT

BA (Hons) Business Analysis & Technology; MSc Business Analysis & Consulting, Department of Management Science (2025)

- EF932/910 RISK MANAGEMENT

MSc Advanced Chemical Engineering; MSc Aerospace Engineering; MSc Advanced Construction Technology & BIM, School of Engineering (2025)

Module Co-Lead / Co-Coordinator

- MS210 ANALYSING AND IMPROVING OPERATIONS

BA (Hons) Business Analysis & Technology, Department of Management Science (2025–present)

- MS422/927/831 RISK ANALYSIS AND MANAGEMENT

BA (Hons) Business Analysis & Technology; MSc Business Analysis & Consulting, Department of Management Science (2026–present)

- EF932/910 RISK MANAGEMENT

School of Engineering MSc programmes (2026–present)

- MS829 SPREADSHEET MODELLING & DEMAND FORECASTING

MSc Business Analysis & Consulting, Department of Management Science (2024)

- MG928 ANALYTICAL SUPPORT FOR DECISION MAKING

MSc Business & Management, Hunter Centre (2023–2024)

- MS823 QUANTITATIVE BUSINESS ANALYSIS

MSc Business Analysis & Consulting, Department of Management Science (2023)

Module Development

- Created *MS430 - Programming in Business Analytics*, offered to BA (Hons) 4th year students in 2026/2027

AWARDS AND HONOURS

Strathclyde Business School Teaching, Knowledge Exchange and Research Excellence Awards 2026

Departmental Nominee for ‘Teaching Innovation’

Strathclyde Union’s Teaching Excellence Awards 2025

Longlisted for ‘Creative Practitioner in Strathclyde Business School’

Brazilian Central Bank 2015

‘Top 5 Institutions Award for Best Inflation Forecasting: IGP-M and IGP-DI’ (1st place, under the name of BBM Investimentos)

Ibmec 2014

Academic Excellence Award (4th highest GPA in Economics)

PREVIOUS WORK EXPERIENCE

Vinci Partners 2016

Back office analyst (intern)

Studio Investimentos 2016

Equity research analyst (intern)

Bahia Asset Management (formerly BBM Investimentos) 2015

Macroeconomic Analysis analyst (intern)

SOFTWARE SKILLS

R (advanced), Python (advanced), Stata (advanced), Microsoft Excel (advanced)

LANGUAGE SKILLS

Portuguese (native), English (fluent), French (advanced), Spanish (advanced), Italian (intermediate)