



Interview

Rita Ventura

(CS Wind)

WP 2

Activity 1 (Leaders Interview)

Developed by University of Aveiro | July, 2025

PROJECT NUMBER: 2024-1-FR01-KA220-VET-000244092



**Co-funded by
the European Union**

Interview Metadata

Date of Interview:	July 18th, 2025
Interviewer Name:	Raquel Castro Madureira and Marlene Amorim
Consent for data collection	Yes, consent was given
Additional remarks on the interview	Interview conducted in Portuguese

Meet the leader

Name:	Rita Ventura
Age:	43
Gender:	Female
Current role and position:	People & Culture Team Leader
Years of Work Experience:	More than 20
Years in Leadership Roles:	More than 10
Organization:	CS Wind
Sector of Activity:	Industry / Renewable Energy
Country / City:	Portugal / Gafanha da Nazaré and Sever do Vouga
Organization Size:	<input type="checkbox"/> Micro <input type="checkbox"/> Small <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Large



Main Interview Content

Interview Section	Summary of Answers	Selected Quotes
<p>The Path to Leadership Key moments, challenges, values</p>	<p>Rita Ventura’s leadership journey was shaped not by ambition but by necessity. She stepped into leadership roles when support was lacking or systems failed. Key challenges like growing up in a family affected by unemployment deeply shaped her values, fostering empathy and a people-centered leadership style.</p> <p>She is most proud of initiatives like providing school supply kits and educational support for employees’ children. Rita promotes a thriving work environment by embedding empathy, structure, and inclusion into the organization’s culture.</p>	<p><i>“A form of leadership that arises when no one else steps in.”</i></p> <p><i>“This grounding in real-life hardship makes her leadership not only strategic, but profoundly humane.”</i></p>
<p>Your Approach to Leading Inclusion, decision-making, vision</p>	<p>Rita ensures inclusion and respect through consistent feedback channels, such as anonymous surveys. Initiatives like Family Days and educational gifts for children foster a strong emotional bond between employees and the organization.</p> <p>She spearheaded transformative programs like supporting adult education among employees. Rita makes decisions through the lens of sustainability, valuing environmental responsibility, education, and collective benefit. She promotes integration of foreign workers and invests in their well-being through legal, social and housing support.</p>	<p><i>“What applies to one must apply to all.”</i></p> <p><i>“This is a company, not an amusement park. But people must feel comfortable here.”</i></p> <p><i>“Think before you act—there is always a person behind the data.”</i></p>
<p>Driving Change Strategies for sustainable and positive outcomes</p>	<p>Her leadership is guided by resilience, emotional intelligence, and a structured approach. She promotes shared responsibility through the business partner model in HR, which fosters accountability and proximity.</p>	<p><i>“Walk the talk.”</i></p> <p><i>“People naturally take responsibility</i></p>





	<p>Impact is measured via satisfaction surveys, training KPIs, and feedback. She ensures care for people and the planet through multilingual materials, educational sponsorships, and support for low-skilled and foreign workers.</p> <p>Her approach reflects agile leadership — a living cycle where policies turn into daily practices, feedback becomes insight, and every survey leads to new updates — ensuring that inclusion and care for people never stop evolving.</p>	<p><i>because they trust the system and the leadership behind it.”</i></p>
<p>Bias & Belonging Tools, practices, awareness</p>	<p>Rita fosters inclusion through practical tools like multicultural events, dietary accommodations, AI-driven communication, and strong legal/social support. She believes creating space for diverse voices requires intentional systems that make people feel safe.</p> <p>Her leadership aims to embed humanity and empathy into decisions, always keeping in mind the human behind every data point.</p>	<p><i>“People open up when they feel safe and respected.”</i></p> <p><i>“Think before you act—there is always a person behind the data.”</i></p>
<p>Sharing What Works Inspiration, examples, transferable tools</p>	<p>She highlights replicable practices:</p> <ul style="list-style-type: none"> ● HR Business Partner model ● Symbolic rewards for adult education ● Youth-focused sponsorship ● Family engagement events ● Use of AI for multilingual internal communication <p>Her inspiration comes from her global HR network, her lived experience, and continuous self-reflection rooted in empathy and fairness.</p>	<p><i>“I actively seek tools that align with my values of empathy, inclusion, and systemic fairness.”</i></p> <p><i>“Learning from mistakes reinforces a culture of collective intelligence.”</i></p>





FIT FOR THE FUTURE

Scan for more



fit4thefuture.eu



Co-funded by
the European Union



Funded by the European Union. The views and opinions expressed are those of the author(s) and do not necessarily reflect those of the European Union or of Agence Erasmus+ France / Education Formation. Neither the European Union nor the granting authority can be held responsible for this.