



Catarina Runa (Deloitte Digital)
Unlocking the power of Virtual Reality in Business (23/11/2017)

Catarina Runa is deputy leader at Center for Disruption (C4D) from Deloitte Digital and co-founder of Dali Virtual Reality startup.

In 2015, she finished her Ph.D. in Computer Graphics at University of Porto and decided to accept the challenge of starting a career in the Industry.

This challenge opened a door to a new passion: generation of new businesses from science and research.

Today, she works as a bridge between academy and industry, where the knowledge of Computer Graphics, Virtual Reality and Artificial Intelligence is leveraged to create value and generate new ventures.

Unlocking the power of Virtual Reality in Business

From academy to industry, Catarina will share her experience in leveraging research in the industry and how this research can generate new businesses. Nowadays, the bridge between these two worlds is still not clear. However, with the fast pace of technology developments that triggered business disruption, most of the companies started to connect with the academy and created R&D groups focused on the exploration of emerging technologies. Virtual Reality is one of the targeted technologies where Catarina has been working on. She will explain her journey as a use case where people can learn how the knowledge of VR can be applied to an array of new applications.