

# Founder Bios

For press use

## Andrea Fajardo

### Co-founder

Andrea Fajardo is the co-founder of offline rituals and a brand and growth strategist who has spent over a decade helping consumer brands scale. She runs Cresce Studio, a consultancy based in Lisbon that helps companies find their voice and build marketing systems that work.

As an American expat in Portugal and a parent to a toddler, Andrea experienced firsthand how hard it is to protect family time from the pull of devices and endless digital demands. After she and her partner João both took a year off to be present with their son, they saw what intentional family time could look like and wanted to help other families find it too.

offline rituals is Andrea's answer to a question she kept asking: What if the solution to screen time is not more rules, but better alternatives?

<b>Location</b>	Lisbon, Portugal
<b>Background</b>	Brand strategy, growth marketing
<b>Previous</b>	Tech and consumer brands
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## João Santos

### Co-founder

João Santos is the co-founder of offline rituals and an engineer who has spent his career building digital products and communities. After years of working in tech, he became increasingly aware of how the tools he helped build were designed to capture attention rather than enrich lives.

When he and Andrea became parents, João took a year off to be fully present with their son. That experience changed how he thought about time, attention, and what families actually need. He brings a builder's mindset to offline rituals: if the system is broken, design a better one.

<b>Location</b>	Lisbon, Portugal
<b>Background</b>	Engineering, product development
<b>Previous</b>	Tech

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## Short Bios

### **Andrea Fajardo (50 words)**

Andrea Fajardo is the co-founder of offline rituals, a subscription service delivering weekly family rituals designed to replace screen time with presence. A brand strategist and parent based in Lisbon, she spent years in tech before building something designed to get families away from it.

### **Joint Bio (75 words)**

Andrea Fajardo and João Santos are the co-founders of offline rituals, a subscription service that delivers one family ritual every week. Based in Lisbon, Portugal, they are parents to a toddler and both took a year off to be with him full-time. That experience showed them what intentional family time could look like. Andrea is a marketer. João is an engineer. Both spent years building tech before building something to help families step away from it.

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