



A New Beginning for Eloiza

Rebuilding Confidence Through the Innovation Foundation's Women Back to Work Project

When Eloiza Fernandes Giraldi arrived in Barcelona in early 2022, she brought with her a wealth of experience and wisdom—from years spent supporting pregnant women as a doula in Brazil to a degree in Physical Education and a lifelong passion for helping others understand their bodies. But despite her rich professional background and unstoppable spirit, she quickly found herself at a crossroads.



“Starting over in a new country was harder than I expected,” Eloiza says. “As an immigrant, I couldn’t express myself the same way I could in my native language. It felt like all the skills I had didn’t matter anymore.”

At 44 years old, Eloiza had dedicated more than a decade of her life to supporting women through childbirth and postpartum recovery, combining scientific knowledge with deep empathy. But in Spain, her profession wasn’t legally recognized in the same way—and cultural differences, along with the language barrier, made continuing her work nearly impossible.

She began offering massage therapy services while raising her three youngest children and actively searching for a new job path. “I thought I would never find a place where I could use my skills again,” she recalls.

That changed when she discovered Para Ti, a solution launched by the Innovation Foundation through its Women Back to Work project. The project is designed to help mid-career women in vocational professions re-enter the workforce with flexibility and confidence—especially those who have been out of work for more than a year and face barriers such as outdated skills, caregiving responsibilities, or limited access to traditional hiring channels.

Para Ti, developed with tech partner Tatio, offers virtual job simulations that help women identify their transferable skills and connect with employers based on real competencies—not just what’s written on a CV. For Eloiza, it was exactly the kind of bridge she needed.

“When I got involved with the Innovation Foundation’s project, I felt like someone was finally thinking about women like me—women who’ve given so much to others, but whose contributions often go unseen,” she says. “It felt like a light turned on. My self-esteem came back.”

Through the job simulation of Para Ti, Eloiza discovered she had strong communication skills in both English and Spanish and a talent for switching between languages quickly—assets she hadn’t fully recognized before. She also let go of her scepticism about technology. “Honestly, I used to have some prejudice against AI,” she admits with a smile. “But after using the platform, I changed my mind. It opened up a new world for me.”

With the help of the Innovation Foundation and Para Ti, Eloiza interviewed for a position at Le Méridien, a leading hotel in Barcelona—and got the job. Since July, she’s been working as a Guest Experience Expert, handling emails, calls, chats, and most importantly, ensuring every guest feels welcome and comfortable.

“What I love most about my job is managing guest requests and making sure everything works smoothly. It’s incredibly satisfying,” she says. “I’ve even started learning about auditing, which could lead to a new role in the future.”

The job hasn’t just brought financial stability—it’s also reshaped her home life. “We’re all adjusting to the fact that I’m not at home full-time anymore,” Eloiza says. “But it’s a positive change. My children are learning to take care of the house, and my husband and I are sharing responsibilities in new ways. Plus, my salary allows us to enjoy our leisure time more.”

Her confidence has soared. “After receiving great feedback from clients and my supervisor at the hotel, I finally felt important again—like I truly belong to a team.”

For Eloiza, the Women Back to Work project didn’t just offer a path to employment—it offered the chance to rediscover her strengths, reignite her ambition, and rebuild a sense of purpose. As she puts it:

“I hope this project reaches many other women. It helped me start a new chapter—and I know it can do the same for others.”