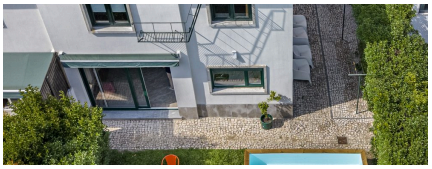
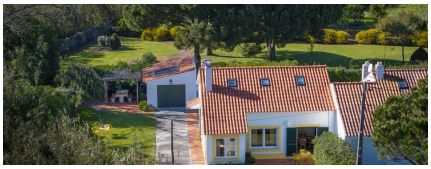
FOUNDER PRESS KIT · BUSINESS & LIFESTYLE · 2026

Joana Crespo

Founder of Malas a Montes · nine houses in Portugal, run from Copenhagen



City · Laurentina, Lisbon



Beach · Pinha da Praia, Sintra



Countryside · Casa Lisboa, Alentejo

A Portuguese management and public-health professional who has lived in ten countries built, alongside her career and from Denmark, an owner-run collection of nine holiday houses at home in Portugal.

At a glance

Name	Joana Crespo
Based in	Copenhagen, Denmark, since 2016
Career	Management and public health
Lived in	Ten countries; seven of them, on three continents, since leaving Portugal in 2002
Business	Malas a Montes (Moura Crespo Unipessoal LDA): nine independent holiday houses in Lisbon, on the Sintra-Cascais coast and in the Alentejo
Hosting since	2017; as Malas a Montes since 2019; Airbnb Superhost since 2019
How it runs	Owner-run, at a distance: self check-in, digital house guides, local partners and a small local team, direct booking on its own website

The story

Joana left Portugal in 2002 and built an international career in management and public health, moving between countries and continents. Hosting began in 2017, as co-host at Pinha da Praia; in 2019 it became Malas a Montes, and slowly but surely it grew to nine. She runs it herself from Copenhagen, around a full-time career, with one rule at its centre: *independence, not absence*. Guests arrive on their own terms; someone is always taking care of everything. She is also the mother of two children, adopted from Mozambique and the Philippines. They have not yet lived in Portugal but visit regularly, and the houses are how the family gives them roots there.

The name joins two ideas: *a montes*, the pile of suitcases that gathers when family and friends come together, and the *monte*, the Alentejo farmhouse.

For business titles

- **A hospitality business run remotely** next to a full-time career: the systems, the local partners, what she would do differently.
- **Owner-run vs. managed:** why honesty in every listing is a business model, not a slogan.
- **Investing back home from abroad:** the Portuguese diaspora as entrepreneurs.
- **Going direct:** building a brand and direct bookings beyond the platforms.

For women's, family & lifestyle titles

- **Ten countries, one idea of home:** creating homes for others after a life of moving.
- **Two careers, one life:** management and public health by day, nine houses in Portugal around it.
- **Roots by design:** two children adopted from Mozambique and the Philippines, and the houses that connect them to Portugal, a country they visit but have not yet lived in.
- **Slow living by design:** calm houses in a fast life.

Interviews, images and contact

Available for interviews in Portuguese and English, in person in Copenhagen or Lisbon, or online. Portrait photographs on request.
Brand press kit: www.malasamontes.com/press · Photos of all nine houses and logos: press folder (credit: Photo: José Mónica / Malas a Montes)

Press contact · Joana Crespo · hello@malasamontes.com · +351 938 736 432 · www.malasamontes.com