CienciaSalud

01 / PROFESSIONAL PROFILE

Noemí Serra Payà

PhD

Co-founder and Director of Education and Innovation
Associate Professor



Profile

PhD in Physical Activity and Sport Sciences, with expertise in physical exercise for health, university management, and research. At CienciaSalud Integral, she directs the educational and innovation strategy and the development of evidence-based training programmes.

Professional Career

She has been an Associate Professor at Campus Docent Sant Joan de Déu since 2022, where she carries out teaching and coordination duties for undergraduate and master's degrees. She is a member of the consolidated research group DAFNiS.

Between 2015 and 2022, she worked at TecnoCampus–Universitat Pompeu Fabra, where she served as Deputy Director of the School of Health Sciences, Director of the Master's Degree in Personal Training and Sports Rehabilitation, and Coordinator of the Degree in Physical Activity and Sport Sciences.

She served as Head of Research at the Asociación Nereu, coordinating intervention, education, and advisory programmes on physical activity and healthy habits. She also coordinated the activity of Siel Bleu in Lleida and designed physical exercise programmes for individuals with and without pathologies.

Her research encompasses childhood obesity, ageing, cardiovascular disease, recovery following COVID-19, and physical performance. In 2024, she completed a postdoctoral stay in exercise and cancer at the University of British Columbia.

Areas of Work

Health education and innovation · Supervised physical exercise · Active ageing and chronic disease · Prevention of childhood obesity · Professional training · Programme research and evaluation.

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02 / EDUCATION

Academic and Technical Education

University Qualifications

PhD in Physical Activity and Sport
Universidad de Lleida – INEFC Lleida · 2014. Excellent cum laude, international mention, and Extraordinary Doctorate Award 2014–2015.

Official Master's Degree in Physical Activity and Sport
Universidad de Barcelona – INEFC Barcelona · 2009–2010. Research and physical exercise for health and pathologies.

Official Master's Degree in Economic Management and Business Administration in Sports
Universidad de Barcelona · 2008–2009

Bachelor's Degree in Physical Activity and Sport Sciences
Universidad de Alcalá de Henares · 2004–2008

Course of Pedagogical Adaptation (CAP)
Universidad Politécnica de Madrid – INEF Madrid · 2008–2009

Certifications and Technical Training

Basic Life Support and AED Instructor
European Resuscitation Council, by SJD-RCP · 2024

NSCA-CPT · Certified Personal Trainer
National Strength and Conditioning Association · 2022

Personal Trainer and Mat Pilates Instructor, Level I
Federación Española de Culturismo, Musculación y Fitness · 2006

Senior Trainer in Bodybuilding, Weight Training, and Fitness
Federación Española de Culturismo, Musculación y Fitness · 2005

National Swimming Instructor
Federación Española de Natación · 2008

First Aid and Water Rescue Lifeguard
Federación Madrileña de Socorrismo y Salvamento Acuático · 2005

Basketball Coach, Level I
Federación Madrileña de Baloncesto · 2005

Basic Life Support, AED, and First Aid
FIE-Albiach / CardioSafe Global Services, with COPLEF Catalunya · 2010

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03 / CAREER

Research and Teaching

Career Indicators

More than 30 scientific publications
Mainly in JCR Q1 and Q2 journals.

2 six-year research periods and 2 five-year teaching periods
AQU Catalunya

Featured Projects

Principal Investigator of the EfSaGaMar project on physical exercise and health in older adults in the Maresme region, within the PECT and FEDER Catalunya programme.

Participation in NEREU, focused on interventions in children with overweight or obesity; SEDESTACTIV, on the reduction of sedentary behaviour; ARTPERfit, on supervised exercise in peripheral artery disease; and InfarAgut, on rehabilitation following myocardial infarction.

Research on supervised exercise programmes and functional recovery in older adults with post-COVID-19 sequelae.

Accreditations and Distinctions

Research accreditation (Recerca) and Tenure-track Lecturer accreditation by AQU Catalunya, 2018. Assistant Professor (Profesor Ayudante Doctor) accreditation by ANECA, 2015. Extraordinary Doctorate Award from Universidad de Lleida, 2014–2015.

Transfer and Teaching

Participation in the second edition of the Guia de prescripció d'exercici físic per a la salut of the Generalitat de Catalunya and in the interactive guide for patients with hypertension and physical activity (Guía Interactiva para Pacientes con Hipertensión y Actividad Física). Co-direction of a doctoral thesis defended at the Universitat de Barcelona in 2019, graded excellent cum laude.

Stays and Languages

Postdoctoral stay in Cancer Exercise Research, University of British Columbia, 2024. Doctoral stay in Public Health, Epidemiology and Biostatistics, University of Birmingham.

Spanish and Catalan: C2. English: B2.