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Academic Qualifications

University/Institution	Type	Degree	Period
Faculdade de Ciências Económicas Empresariais - UCP	Licenciate	Administração e Gestão de Empresas	1997

External Professional Activities

Period	Employer	Country	Description
2014 - 2014	NOS	--	Brand Creation, Brand Architecture
2014 - 2015	Fordesi	--	Brand Reinvention
2014 - 2014	Wolff Olins	--	Brand Consultancy

2013 - 2014	Angola LNG	--	Brand Reinvention
2013 - 2014	DAE Express	--	Brand Creation, Brand Architecture
2013 - 2016	Mais Farmácia	--	Brand Stratgey, Identity and Architecture
Since 2012	ISCTE	--	Summer School Teacher
2012 - 2014	Inapem	--	Brand Reinvention
2011 - 2012	GCI	--	Brand Strategy, Idenity
2010 - 2010	Airtel	--	B2B Sales strategy
Since 2009	Audax-Iscte	--	Consultant
2009 - 2010	Euro RSCG	--	Consultant
2008 - 2008	Sovena	--	Brand Creation, Brand Architecture
Since 2006	INDEG-ISCTE	--	Teacher
2006 - 2013	INDEG-ISCTE	--	Brand Management Program Director
2006 - 2006	Oi	--	Brand Creation, Brand Architecture
2006 - 2007	Vivo	--	Brand Identitity, Brand Architecture
2006 - 2007	My Brand	--	Consultant
2006 - 2007	EDP	--	Brand Reinvention

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	2º	Brand Expression and Identity	Institutional Degree in ISCTE Business School;	No
2026/2027	2º	Business and Brand Strategy	Institutional Degree in ISCTE Business School;	No
2026/2027	1º	Branding	Master Degree in Marketing;	No
2026/2027	1º	Brand Management	Post Graduation Program in Marketing Management;	Yes
2025/2026	2º	Brand Expression and Identity	Institutional Degree in ISCTE Business School;	No
2025/2026	2º	Business and Brand Strategy	Institutional Degree in ISCTE Business School;	No
2025/2026	2º	Brand Creation and Management		Yes
2025/2026	2º	Marketing Digital and Customer Experience		No

2025/2026	1º	Branding	Master Degree in Marketing;	No
2025/2026	1º	Brand Management	Post Graduation Program in Marketing Management;	Yes
2024/2025	2º	Brand Expression and Identity	Institutional Degree in ISCTE Business School;	No
2024/2025	2º	Business and Brand Strategy	Institutional Degree in ISCTE Business School;	No
2024/2025	2º	Brand Creation and Management		No
2024/2025	2º	Marketing Digital and Customer Experience		No
2024/2025	1º	Branding	Master Degree in Marketing;	No
2024/2025	1º	Brand Management	Post Graduation Program in Marketing Management;	Yes
2023/2024	2º	Brand Expression and Identity	Institutional Degree in ISCTE Business School;	No
2023/2024	2º	Business and Brand Strategy	Institutional Degree in ISCTE Business School;	No
2023/2024	2º	Brand Creation and Management		No
2023/2024	2º	Identidade E Imagem Corporativa E De Lugares	Other programme in Pós graduação em Placebranding e Placemarketing;	Yes
2023/2024	2º	Webinar Placebranding E Placemarketing	Other programme in Pós graduação em Placebranding e Placemarketing;	No
2023/2024	1º	Brand Management		Yes
2023/2024	1º	Branding	Master Degree in Marketing;	No
2023/2024	1º	Brand Management	Post Graduation Program in Marketing Management;	Yes
2022/2023	2º	Brand Expression and Identity	Institutional Degree in ISCTE Business School;	No
2022/2023	2º	Business and Brand Strategy	Institutional Degree in ISCTE Business School;	No
2022/2023	2º	Brand Creation and Management		No
2022/2023	2º	Brand Management		Yes
2022/2023	1º	Marketing Management		Yes
2022/2023	1º	Branding	Master Degree in Marketing;	No
2021/2022	2º	Brand Expression and Identity	Institutional Degree in ISCTE Business School;	No

2021/2022	2º	Business and Brand Strategy	Institutional Degree in ISCTE Business School;	No
2021/2022	2º	Brand Creation and Management		Yes
2021/2022	2º	Marketing Digital and Customer Experience		No
2021/2022	2º	Brand Management		Yes
2021/2022	1º	Marketing Management		No
2021/2022	1º	Marketing Management		No
2021/2022	1º	Brand Management		Yes
2021/2022	1º	Branding	Master Degree in Marketing;	No
2020/2021	2º	Brand Expression and Identity	Institutional Degree in ISCTE Business School;	No
2020/2021	2º	Business and Brand Strategy	Institutional Degree in ISCTE Business School;	No
2020/2021	2º	Brand Creation and Management		Yes
2020/2021	2º	Marketing Digital and Customer Experience		Yes
2020/2021	2º	Brand Management		Yes
2020/2021	2º	Brand Management		Yes
2020/2021	1º	Brand Management		Yes
2020/2021	1º	Branding		Yes
2020/2021	1º	Workshop Brand Management		Yes
2020/2021	1º	Branding	Master Degree in Marketing;	No
2019/2020	2º	Brand Expression and Identity	Institutional Degree in ISCTE Business School;	No
2019/2020	2º	Business and Brand Strategy	Institutional Degree in ISCTE Business School;	No
2019/2020	2º	Marketing Creativity and Innovation		Yes
2019/2020	2º	Operational Marketing		No
2019/2020	2º	Brand Management		Yes
2019/2020	1º	Brand Management		Yes

2019/2020	1º	Branding	Master Degree in Marketing;	No

Supervisions

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Ana Filipa de Castro e Quadros do Carmo Peres	FPD - Processodesign, Webdesign strategy for agency´s website.	English	Iscte	2011

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Pedro Miguel Catarino da Silva	Plano de Comunicação para Negócio Wanna	Portuguese	Iscte	2016
2	Markéta Muchnová	Adidas Originals PRODUCT (RED). Development of a cause-related marketing plan	English	Iscte	2014
3	Ana Isabel Gomes Queirós	Vending Machines as a Distribution Channel for the Market of Sparkling Water: A reinvention of the packaging applied to frize	English	Iscte	2013
4	Inês Seijo Carrasco Pinheiro Gante	Caso Pedagógico Arredonda - Estratégia de Marketing de Causas	Portuguese	Iscte	2013
5	Tiago Manuel Henriques Correia	Arquitectura de Marca de Vinhos Quinta Vale dos Fornos	Portuguese	Iscte	2013
6	Tiago Filipe Duarte Ferreira	Estratégia Digital da marca Umbelino Monteiro, S.A., para o ano 2013	Portuguese	Iscte	2012
7	Inês Paulo Frazão	Fravizel Communication Plan	English	Iscte	2012
8	Rui Pedro Folgado Brás Pereira	Reorganização dos Serviços Profissionais da Outsystems	Portuguese	Iscte	2012
9	Tânia Guerreiro de Avillez Melo e Castro	Caso Pedagógico Morangos com Açúcar a Deversificação das Fontes de Receita	Portuguese	Iscte	2012
10	André Filipe Monteiro Leite da Silva Coelho	Projecto de Liderança de Marca no Mercado - Plano de Comunicação Seca	Portuguese	Iscte	2012
11	José Pedro Côrte-Real de Matos Tomaz	O Papel da Comunicação no Lançamento da Bebida Sunlover	Portuguese	Iscte	2012

12	Mariana Sofia Neto Néri	Plano de Comunicação Digital da Marca CIF.	--	Iscte	2011
13	Sílvia Ferreira de Sousa Botelho	Business Process Change in the Shipping Industry	English	Iscte	2011
14	Rita Alexandra Féria Gato Contreiras Revez	Plano de Comunicação - Marca de Vinho Amnésia.	Portuguese	Iscte	2010
15	Veronika Haag	A Relação Existente entre os Meios de Hospedagem e o Turismo de Negócios e Eventos em Belo Horizonte.	Portuguese	Iscte	2010
16	Sandra Cláudia dos Santos Nogueira Pereira Moutinho	As Indústrias Culturais e Criativas como Plataforma de Inovação Social: Criação de uma Marca.	Portuguese	Iscte	2010
17	Sara Cristina Varão Fernandes	Pós-Bolonha: O Valor do Grau de Mestre nas Pós-Graduações do ISQ.	Portuguese	Iscte	2010
18	Luciana Ribeiro Macedo	Reinvenção da Expressão da Marca: Agroline.	Portuguese	Iscte	2008

Academic Management Positions

Director (2011 - 2013)
Unit/Area: [053] Branding

Director (2010 - 2011)
Unit/Area: [053] Branding

Awards

Course Best Teacher (2012)

Course Best Teacher (2011)

Course Best Teacher (2010)

Professional Associations

OTOC (Since 2008)