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Luís Martins



Contacts

E-mail

Luis_Silva_Martins@iscte-iul.pt

Curriculum

Academic Background Bachelor's and Master's degrees in Business Management from ISCTE Business School.

Academic Positions Visiting Lecturer at ISCTE Executive Education and ISCTE Business School, delivering courses in Strategic Marketing, International Marketing, Retail Experience, Customer Centricity, and B2B Sales within Postgraduate, Executive Master's, and Corporate Education programmes.

Professional Experience Head of Sales Strategy for European Markets at Grupo Nabeiro | Delta Cafés, where he is responsible for leading the company's internationalisation strategy, with the strategic goal of positioning the organisation among the global Top 10 in the coffee industry.

Areas of Expertise Over 15 years of professional experience in marketing, sales, and business development across multiple FMCG categories. Demonstrated international track record with direct involvement in markets such as Spain, France, Switzerland, Angola, Brazil, the United States, China, and Dubai — offering a comprehensive and multicultural perspective on consumers, channels, and brand dynamics.

Innovation and Mentorship Mentor of the MIND – Delta Innovation Model, an internal initiative fostering collaborative innovation and intrapreneurship at Grupo Nabeiro, with proven impact on product and service development and organisational transformation. Mentor at the Alcochete UP programme, supporting the local entrepreneurial ecosystem and start-up development.

Academic Supervision Regular supervisor of Master's theses in the areas of Marketing, Strategy, and International Business.

Consultancy Independent consultant in commercial strategy, marketing, and internationalisation, advising organisations from diverse sectors on growth planning, brand positioning, and innovation.

Research Interests

Marketing Internacional

Estratégia Empresarial
Marketing Estratégico
Gestão de Marcas
Retail Experience

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-IUL Business School	M.Sc.	MSc in Business Administration	2011
ISCTE-IUL Business School	Licenciate	Gestão	2008

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2025/2026	2º	Omnichannel Experiences	Post Graduation Program in Marketing Management;	Yes
2025/2026	1º	International Marketing	Post Graduation Program in Marketing Management;	Yes
2025/2026	1º	Marketing Management for Executives	Master Degree in Applied Management;	Yes
2024/2025	2º	Omnichannel Experiences	Post Graduation Program in Marketing Management;	Yes
2024/2025	1º	International Marketing	Post Graduation Program in Marketing Management;	Yes
2024/2025	1º	Marketing Management for Executives	Master Degree in Applied Management;	Yes
2023/2024	2º	International Business: expanding across borders		No
2023/2024	2º	Omnichannel Experiences	Post Graduation Program in Marketing Management;	Yes
2023/2024	2º	Do Local ao Global: Estratégias de Internacionalização de Produtos	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	2º	The Customer at the Center of the Banking Business		No

2023/2024	1°	Marketing Management and Planning		Yes
2023/2024	1°	Marketing Management for Executives	Master Degree in Applied Management;	Yes
2022/2023	2°	Marketing Management and Planning		No
2022/2023	2°	International Business: expanding across borders		No
2021/2022	2°	Marketing Management and Planning		Yes
2021/2022	2°	International Marketing	Post Graduation Program in Marketing Management;	No
2021/2022	2°	International Business: expanding across borders		Yes
2021/2022	1°	Applied Marketing Management		Yes
2021/2022	1°	Operational Marketing	Bachelor Degree in Marketing Management;	No
2020/2021	2°	International Marketing	Post Graduation Program in Marketing Management;	Yes
2020/2021	2°	International Business: expanding across borders		No
2020/2021	1°	Operational Marketing	Bachelor Degree in Management;	No
2019/2020	2°	Doing Business Internationally	Institutional Degree in ISCTE Business School;	No
2019/2020	2°	International Marketing	Post Graduation Program in Marketing Management;	Yes
2019/2020	2°	Marketing Management		No
2019/2020	1°	Operational Marketing	Bachelor Degree in Management;	No
2018/2019	2°	Doing Business Internationally		No
2018/2019	2°	Marketing Management		No
2018/2019	1°	Operational Marketing	Bachelor Degree in Management;	No
2017/2018	2°	Doing Business Internationally		No
2017/2018	2°	Retail Marketing	Bachelor Degree in Marketing Management;	No
2017/2018	1°	Operational Marketing	Bachelor Degree in Management;	No

2016/2017	2º	Doing Business Internationally		No
2016/2017	2º	Globalization and International Business		No
2016/2017	2º	Marketing Management		No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Mariana Macedo Bacelar Da Silva Marques	"Transforming Potential into a Project: A Business Plan for Quinta do Travaz"	--	Developing	Iscte
2	Linda Andreia Silvestre Cunha	Plano de Negócios	--	Developing	Iscte
3	Carolina Barros Peixeiro	Marketing Plan for Ivory Therapy: How Complementary Psychological Therapy Sessions Shape Brand Perception and Drive Client Acquisition	--	Developing	Iscte
4	Andreia Filipa Abrantes Meneses	MyM App Marketing Plan for Senior Audiences	--	Developing	Iscte
5	Mauro Alexandre Matos de Sousa	Projeto Empresa Internacionalização consultora Bridge351 para o mercado da Dinamarca	--	Developing	Iscte
6	Ana Carina Fernandes Soares da Motta e Oliveira	Integrated Marketing Communication Strategy for the company Zoetis Portugal, Lda.	--	Developing	Iscte
7	David Marques Barreiros	Business Plan - BLNK	--	Developing	Iscte
8	Beatriz Soares Cardoso	The impact of branding on consumer perception of international organizations	--	Developing	Iscte
9	Filipa Daniela Fraga Gil	Plano de negócio - ótica especializada em saúde visual infantil	--	Developing	Iscte
10	Mariana Saramago Mota	Plano de Negócios Agência de Marketing Digital	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
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1	Zijie Wang	Plan to Launch a Drone Manufacturer	English	Iscte	2026
2	Cláudia Susana Dias Carmona de Carvalho	Business Plan: An Online Fashion Store for Generation Z	Portuguese	Iscte	2025
3	Liang Bing	Business Development Plan for CJ Cultural Communication Limited	English	Iscte	2025
4	Jie Lan	Commercial Development Plan for Oriental Yuhong Company - Construction Sector	English	Iscte	2025
5	Linxia Wu	Post-Pandemic Marketing Plan for Company H - Real Estate B2B	English	Iscte	2025
6	Li Qingyi	Business Development Plan of Shanghai A Real Estate Company - Real Estate Sector	English	Iscte	2025
7	Huanhuan Cheng	International Business Development Plan for Shanghai S Machine Trading Company	English	Iscte	2025
8	Zhiyuan Xiang	Internationalization and Business Development Plan for Naweida in North America	English	Iscte	2025
9	Jieling Shen	Research on the Path of Promoting High-Quality Development of Camping Tourism in China	English	Iscte	2024
10	Mariana Romão Correia Pereira	Bibliometric Analysis: Customer Service Experience in Retail Stores	English	Iscte	2023
11	Maria Francisca Silva Carvalho Bernardino	Exploring the Challenges and Opportunities of Big Data in SMEs: A Bibliometric Analysis	English	Iscte	2023
12	André Filipe Geraudes Barba Fernandes Rodrigues	Understanding performance through organizational culture	English	Iscte	2019
13	José Maria Elias Duarte	DESIGNING A FOOD-AS-A-SERVICE BUSINESS: MK	English	Iscte	2019
14	João Pedro Inácio Paulico	Legion Business Plan - An online clothes company	English	Iscte	2019
15	Zhang Tianyuan	TELECOM CUSTOMER SEGMENTATION AND PRECISE PACKAGE DESIGN BY USING DATA MINING	English	Iscte	2018
16	Tomás Miguel Felgueiras Antunes Pedro Carvalhas	Marketing Plan - The Launching of a Tourism Agency for the Surf Market	English	Iscte	2013

• M.Sc. Final Projects

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Mónica Filipa Conceição Rodrigues Prudente	Marketing Plan – Launch of a reformulated product by Bimbo Donuts Portugal	Portuguese	Delivered	Iscte
2	Fernando Adalberto Rodrigues dos Santos	Development of a Marketing Plan for a Pigeon Products Online Store: Growth and Customer Loyalty Strategies	--	Developing	Iscte
3	Adérito José Ortelá	Business Plan – Network of Veterinary Clinics	--	Developing	Iscte
4	Manuel Ferreira de Carvalho	Business Plan "Asno Cego": Premium Local Accommodation in Montargil	--	Developing	Iscte
5	Dinis Manuel Nogueira Leite	Marketing Plan Salva Vidas – Vending Sector	--	Developing	Iscte
6	Luís Filipe Pereira da Silva	VPAP Marketing Plan.	--	Developing	Iscte
7	Paula Soraya de Carvalho e Azevedo Teixeira	Plano de Marketing	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Ana Cláudia Leal Gomes	Launch of a new reward system	Portuguese	Iscte	2026
2	Joaquim António Marques Amaral	LeadTrains Bussiness plan - Education and professional training sector	Portuguese	Iscte	2026
3	Cláudia Susana Martins Liberato	Marketing Plan for the Launch of a New Integrated Beauty Store Concept: "Beauty Lab"	Portuguese	Iscte	2025
4	Patrícia Margarida Soeiro Neto	Dissolving Pulp for Sustainable Nitrocellulose: Marketing Plan	Portuguese	Iscte	2025
5	Zijie Wang	Business plan for a new small drone manufacturer	English	Iscte	2025
6	Cui Zhao	CHEERY Internationalization Plan in the Nigerian market	Portuguese	Iscte	2025
7	Filipa Margarida Fernandes Alves	Launch of a car insurance for electric vehicles	Portuguese	Iscte	2025
8	Xin Zhang	Plan to develop new sales channels of Company D	English	Iscte	2025
9	Fan Xu	Marketing Plan for Enhancing the Digital Strategy of F Company's Cat Food Products	English	Iscte	2025

10	Fan Xu	Business Development Plan of F Company's Cat Food Products	English	Iscte	2025
11	Xin Zhang	Business Development Plan of Company D new sales channels	English	Iscte	2025
12	Aríete de Jesus da Silva Rebelo	Marketing Plan for Medicine Course at FCS - Faculty of Health Sciences at UPRA - Private University of Angola	Portuguese	Iscte	2025
13	Suo Dequan	Strategic Analysis and Optimization of Marketing Strategies for K Supermarket in China	English	Iscte	2025
14	Rita de Sousa Mota	Marketing Plan: Delta Cafés - Launch of new Coffee Blends for Wellness and Health	Portuguese	Iscte	2024
15	Francisco Alfaia Figueiredo	Marketing Plan – SL Benfica Loyalty Program	Portuguese	Iscte	2024
16	Yang Jin	Plan to increase sales of JC international freight forwarders	English	Iscte	2024
17	Li Qingyi	Marketing Plan of Shanghai A Real Estate Leasing Company	English	Iscte	2024
18	Liang Bing	Plan to increase sales of CJ Cultural Communication Limited	English	Iscte	2024
19	Linyun Hou	MAC's cosmetics marketing strategy to enter the children's makeup market	English	Iscte	2024
20	Li Ting	Marketing Plan for a Pet Shop in Shanghai	English	Iscte	2024
21	Wang Jian	HealthVibe Light Food Initiative: A Blend of Traditional Wisdom and Modern Technology	English	Iscte	2024
22	Rui Filipe Viola Martinho Brandão	Fagor Industrial Portugal Marketing Plan	Portuguese	Iscte	2024
23	Artur Georgio Pião Casaca	Business Plan NATUR3	Portuguese	Iscte	2024
24	Riyal Amirah San Miguel Carballo	Globecast Asia Marketing Plan	English	Iscte	2023
25	Huanhuan Cheng	Shanghai S Machine Trading Company International Expansion Plan	English	Iscte	2023
26	Jie Lan	Research on Optimizing the Marketing Plan of Oriental Yuhong Company after the Epidemic	English	Iscte	2023
27	Linxia Wu	A Study on Post Pandemic Marketing Strategies for H Comercial Real State Company	English	Iscte	2023

28	Sebastião Marques Almeida Cardoso Perestrelo	Business Plan in the Digital Marketing Area (100k Digital Marketing Agency)	English	Iscte	2023
29	Zhiyuan Xiang	Sales of Artificial Flower ? An internationalization plan for Naweida development of e-commerce activity in North America	English	Iscte	2023
30	Li Chen	Research on the optimization of sales plan of the Drama Digital Technology Company	English	Iscte	2023
31	Luo Rong	Research report on Hangzhou CP Information Technology Co., Ltd.	English	Iscte	2023
32	Yang Ye	Application of Digital Marketing in Consumer Goods Industry: A Study on the Effectiveness of Social Media Platforms	English	Iscte	2023
33	José Roberto Muzziotti Gonçalves	Feasibility analysis for the international expansion of a Venezuelan company dedicated to the production of fertilizers. case Cathequim, C.A.	English	Iscte	2022
34	Ana Margarida Dias Lourenço	Business plan - Launch of an e-learning platform	English	Iscte	2022
35	Catarina de Alcântara Luz	Business Plan - Launch of a Kiwi company.	English	Iscte	2022
36	Cacilda Pinto Fernandes	Internationalization of Progest company into the SADC markets	English	Iscte	2022
37	Bernardo Saldanha Baptista Pereira	Montaraz Marketing Plan Creating an online butchery	English	Iscte	2020
38	Maria Madalena Pestana Faria de Campos Pinto	Internal communication and employee engagement: Integration plan for Do It Better	English	Iscte	2019
39	Rafael Manuel Valente Fernandes de Matos	Ourogal's International Expansion Plan	English	Iscte	2019
40	Nuno Maria Risques Pereira Lupi Caetano	Nike Marketing Plan the Launch of Nike Academy in Portugal	English	Iscte	2019
41	Maria Margarida de Andrade Silva	Delta Cafés Marketing Plan - Launching a Green Coffee Blend with Slimming Properties and other Health Benefits	English	Iscte	2019
42	Catarina César Pinto	Marypaz Marketing Plan - Merchandising Strategies in Footwear Stores	English	Iscte	2019
43	Borja Corominas Cabrales	MAXSTORE - THE LAUNCH OF A NEW PLATFORM TO GAIN A COMPETITIVE ADVANTAGE	English	Iscte	2019

44	Rafael Jean Thiebaud	CREATING AN ECOLOGICAL AND RESPONSIBLE MANUFACTURING SURFBOARD COMPANY: MARSHALL HANDPLANES	English	Iscte	2019
45	Li Jinnan	A BUSINESS PLAN: TCM HEALTH-PRESERVATION CLUB	English	Iscte	2019
46	Ana João Pedrosa Isidoro	From bricks to clicks: Go Natural's supermarket online store	English	Iscte	2018
47	Cláudia Sofia Costa Carocha	Building Global Innovators Marketing Plan - A start-ups Accelerator in the Portuguese Market	English	Iscte	2018
48	Marta Maria Branco dos Santos Ferreira	"Garden 48" Guesthouse - A Guesthouse in Lisbon	English	Iscte	2018
49	Maria Beatriz Nogueira Abdo	Dr. Cana - The Business Plan for an Agriculture Consultancy Idea in Brazil	English	Iscte	2018
50	Patrícia Raquel dos Santos Cadete	MARKETING PLAN: FraudProof, A SaaS Anti-Fraud Solution For The Digital Advertising Industry	English	Iscte	2018
51	Joana Patrícia de Oliveira Carvalho	Atração de novos talentos através de um Programa de Embaixadores	English	Iscte	2018
52	Joana Margarida Dinis Pereira Conde Cabral	Caso Pedagógico: Analisar a Implementação de uma Estratégia de Gamification no Modelo de Avaliação de Desempenho da Novabase	Portuguese	Iscte	2018
53	Vera Lídia Ventura Lopes	Extensão da Marca Nutella: Lançamento do Snack Nutella & Go	Portuguese	Iscte	2018
54	Maria Santos Silva Botelho Neves	Delta Q - A brand extension to compete in a new segment	English	Iscte	2018
55	Arthur Jacques André Levy	Crating a Poutine Food Truck: Tabersnack	English	Iscte	2016
56	Flávia Filipa Alberto Gomes	Plano de Marketing 2017 - Lançamento da marca TH Clothes no mercado espanhol	Portuguese	Iscte	2016
57	Laura Sofia Neves Ferreira	Desperados: Creating Regular Consumers in the Portuguese Market	English	Iscte	2016
58	Duarte Nuno da Branca Henriques	Plano de Marketing - Delta Cafés. Lançamentod e um Produto Social	Portuguese	Iscte	2016
59	Agata Sosnowska	Business Plan.The Kite Bus AustraliaBusiness Plan.The Kite Bus Australia	English	Iscte	2016
60	Joana Isabel Dias Serrano	Internationalization Expansion of a Portuguese Web-to-Print Company	English	Iscte	2013

61	João Pedro Lebre Pereira	Brand Reputation and Crisis Management: Playstation Network Case Study	English	Iscte	2012
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Publications

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Rodrigues, A., Pereira, L., Lopes da Costa, R., Martins, L. & Gonçalves, R. (2020). Effect of organizational culture on organizational performance: The case of security sector. In ESGHT, and ISCAL (Ed.), Book of abstracts da XI Postgraduate Conference Management, Hospitality & Tourism - ESGHT ISCAL 2020. (pp. 64-65).: ESGHT, ISCAL.
2	Rodrigues, A., Pereira, L., Costa, R., Martins, L. & Gonçalves, R. (2020). Effect of organizational culture on organizational performance: The case of security sector. In XI PostGraduate Conference in Management, Hospitality and Tourism - Book of abstracts. (pp. 64-65). Faro: ESGHT - Universidade do Algarve.

• Other Publications

- Other publications

1	A. Rodrigues, Rodrigues, A., Pereira, L., Lopes da Costa, R., Martins, L. & Gonçalves, R. (2020). Effect of Organizational Culture on Organizational Performance – The Case of Security Sector. ESGHT/ISCAL – XI PostGraduate Conference in Management, Hospitality and Tourism.
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