INSTITUTO UNIVERSITÁRIO DE LISBOA

Ciência_Iscte

Public Profile

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Luis Justino

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Contacts

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Curriculum

Business manager and entrepreneur with over 30 years of experience in Portugal, Spain, Morocco, Brasil and Angola. Experienced Guest Teacher since 1995 with a demonstrated history of working in the higher education industry. Strong education and professional skilled in Sales Management, Negotiation, Marketing Management and Business Planning,

Research Interests

- Direcção Comercial
- Gestão da Força de Vendas
- Marketing
- Animação de Equipas Comerciais
- Marketing Pessoal
- Auditoria de Marketing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-IUL	M.Sc.	Mestrado em Gestão	2010
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Licenciate	Organização e Gestão de Empresas	1994

External Professional Activities

Period	Employer	Country	Description
Since 2019	GREENFAMILY	Portugal	
Since 2018	DEVELOP GROW	Portugal	
Since 2016	PROOPTICA IBERIA	Spain	ADMINISTRATOR
2013 - 2016	LL CREATIVE EYEWEAR SRL SP	Spain	ADMINISTRATOR
2010 - 2015	NKWV - Nikon World Vision	Portugal	
2009 - 2016	PROVISIA MAROC	Portugal	
Since 1993	PROOPTICA SA	Portugal	ADMINISTRATOR

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	2º	Personal Marketing		Yes
2026/2027	2º	Final Project in Marketing	Bachelor Degree in Marketing Management;	Yes
2026/2027	1º	Negotiation and Strategic Sales Management	Post Graduation Program in Marketing Management;	Yes
2026/2027	1º	Customer-Centric and Digital Marketing	Post Graduation Program in Business Management;	Yes
2026/2027	1º	Sales Management	Bachelor Degree in Marketing Management;	Yes
2026/2027	1º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes
2025/2026	2º	Final Project in Sales Management 2	Post Graduation Program in Sales Management;	Yes

2025/2026	2º	Sales Force Management	Other programme in Postgraduate in Sales Management;	Yes
2025/2026	2º	Final Intensive Weekend	Other programme in Postgraduate in Sales Management;	Yes
2025/2026	2º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes
2025/2026	1º	Commercial Direction	Post Graduation Program in Sales Management;	Yes
2025/2026	1º	Final Project in Sales Management 1	Post Graduation Program in Sales Management;	Yes
2025/2026	1º	Negotiation and Strategic Sales Management	Post Graduation Program in Marketing Management;	Yes
2025/2026	1º	Customer-Centric and Digital Marketing	Post Graduation Program in Business Management;	Yes
2025/2026	1º	Sales Management	Bachelor Degree in Marketing Management;	Yes
2025/2026	1º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes
2024/2025	2º	Final Project in Sales Management 2	Post Graduation Program in Sales Management;	Yes
2024/2025	2º	Sales Force Management	Other programme in Postgraduate in Sales Management;	Yes
2024/2025	2º	Final Intensive Weekend	Other programme in Postgraduate in Sales Management;	Yes
2024/2025	2º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes
2024/2025	2º	Sales Team Management and Negotiation		No
2024/2025	1º	Commercial Direction	Post Graduation Program in Sales Management;	Yes
2024/2025	1º	Final Project in Sales Management 1	Post Graduation Program in Sales Management;	Yes
2024/2025	1º	Negotiation and Strategic Sales Management	Post Graduation Program in Marketing Management;	Yes
2024/2025	1º	Customer-Centric and Digital Marketing	Post Graduation Program in Business Management;	Yes
2024/2025	1º	Sales Management	Bachelor Degree in Marketing Management;	No
2024/2025	1º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes
2023/2024	2º	Final Project in Sales Management 2	Post Graduation Program in Sales Management;	Yes

2023/2024	2º	Sales and Customer Management		Yes
2023/2024	2º	Sales Force Management	Other programme in Postgraduate in Sales Management;	Yes
2023/2024	2º	Final Intensive Weekend	Other programme in Postgraduate in Sales Management;	Yes
2023/2024	2º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes
2023/2024	2º	Sales Team Management and Negotiation		No
2023/2024	1º	Commercial Direction	Post Graduation Program in Sales Management;	Yes
2023/2024	1º	Marketing Management		Yes
2023/2024	1º	Commercial Management		No
2023/2024	1º	Final Project in Sales Management 1	Post Graduation Program in Sales Management;	Yes
2023/2024	1º	Negotiation and Strategic Sales Management	Post Graduation Program in Marketing Management;	Yes
2023/2024	1º	Sales Management	Bachelor Degree in Marketing Management;	No
2023/2024	1º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes
2022/2023	2º	Commercial Management		Yes
2022/2023	2º	Final Project in Sales Management 2	Post Graduation Program in Sales Management;	Yes
2022/2023	2º	Sales and Customer Management		Yes
2022/2023	2º	Sales and Customer Management		Yes
2022/2023	2º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes
2022/2023	2º	Sales Team Management and Negotiation		No
2022/2023	1º	Commercial Direction	Post Graduation Program in Sales Management;	Yes
2022/2023	1º	Final Project in Sales Management 1	Post Graduation Program in Sales Management;	Yes
2022/2023	1º	Sales Management	Bachelor Degree in Marketing Management;	No
2022/2023	1º	Personal Marketing	Institutional Degree in ISCTE Business School;	Yes

2021/2022	2º	Commercial Management		Yes
2021/2022	2º	Final Project in Sales Management 2	Post Graduation Program in Sales Management;	Yes
2021/2022	2º	Sales and Customer Management		Yes
2021/2022	2º	Sales and Customer Management		Yes
2021/2022	2º	Marketing Management		No
2021/2022	2º	Sales Team Management and Negotiation		No
2021/2022	1º	Commercial Direction	Post Graduation Program in Sales Management;	Yes
2021/2022	1º	Commercial Management		Yes
2021/2022	1º	Final Project in Sales Management 1	Post Graduation Program in Sales Management;	Yes
2021/2022	1º	Marketing Management		No
2021/2022	1º	Sales Management	Bachelor Degree in Marketing Management;	No
2020/2021	2º	Final Project in Sales Management 2	Post Graduation Program in Sales Management;	Yes
2020/2021	2º	Sales and Customer Management		Yes
2020/2021	2º	Sales and Customer Management		Yes
2020/2021	2º	Marketing Management		No
2020/2021	2º	Sales Team Management and Negotiation		No
2020/2021	1º	Commercial Direction	Post Graduation Program in Sales Management;	Yes
2020/2021	1º	Commercial Management		Yes
2020/2021	1º	Final Project in Sales Management 1	Post Graduation Program in Sales Management;	Yes
2020/2021	1º	Challenge Sales		Yes
2020/2021	1º	Marketing Management		No
2020/2021	1º	Sales Management	Bachelor Degree in Marketing Management;	Yes
2019/2020	2º	Final Project in Sales Management 2	Post Graduation Program in Sales Management;	Yes

2019/2020	2º	Sales and Customer Management		Yes
2019/2020	2º	Marketing Management		No
2019/2020	2º	Sales Team Management and Negotiation		Yes
2019/2020	1º	Commercial Direction	Post Graduation Program in Sales Management;	Yes
2019/2020	1º	Commercial Management		Yes
2019/2020	1º	Final Project in Sales Management 1	Post Graduation Program in Sales Management;	Yes
2019/2020	1º	Marketing Management		No
2019/2020	1º	Sales Management	Bachelor Degree in Marketing Management;	Yes

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Filipa Daniela Fraga Gil	Business Plan – Optical Practice Specializing in Children's Visual Health	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Melanie Saramago Oliveira da Silva	Multi Branding Selling in the Airline Industry. The organization of a sales department in a multi-branding environment applied to IAG group	English	Iscte	2015

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Mariana Gonçalves Trigo	Gama Long Tail: Alavancagem para o Reconhecimento da Worten como Especialista e Aumento de Vendas no Canal Tradicional	Portuguese	Iscte	2016

2	Joséphine Gaspar Lopes	Marketing Plan for Workshop and Accessories area of Proóptica	English	Iscte	2015
3	Daniel Filipe Teodoro dos Santos	Qual o Impacto do Processo de Mudança de uma Organização Monoproduto para Multiproduto nas Equipas Comerciais do Grupo Nabeiro - No Canal Horeca	Portuguese	Iscte	2013
4	Oscar José Cabrita Mendes	Migração do Modelo de Vendas Transacional para o Relacional	Portuguese	Iscte	2013
5	Xiao Wu	Hunyting the New Business Ground in China - How to deal with the cross-cultural issues in Marketing	English	Iscte	2013
6	Miguel Barata Mendes	Plano de Negócio - Portal Web ZIZUZI.COM	Portuguese	Iscte	2012
7	Sandra Maria Jacinto Martins do Couto	Estratégia e Processos de Fidelização de Clientes em Portugal para um Mercado de Energias Liberalizado	Portuguese	Iscte	2012
8	Rui Miguel Martins Murta da Costa	A Captação de Clientes Via Canal Cross-Segment no Proactive Bank	Portuguese	Iscte	2011
9	António Ricardo Carvalho Barbosa	--	--	Iscte	2011
10	Marisa Cristina Sobral da Silva Pereira	Implementação das Lentes Oftálmicas Nikon em Portugal.	Portuguese	Iscte	2010

Academic Management Positions

Coordenador (2017)
Unit/Area: Post Graduation Program in Sales Management

Director (2011 - 2013)
Unit/Area: [063] Sales Management

Director (2010 - 2011)
Unit/Area: [063] Sales Management

Director (2010 - 2011)
Unit/Area: [052] Key Account Management