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Paulo Alexandre Oliveira de Sousa Marques



Academic Qualifications

University/Institution	Type	Degree	Period
Univ. Nova Lisboa	M.Sc.	MBA	1986
ISCTE	Licenciate	Organização e Gestão de Empresas	1985

External Professional Activities

Period	Employer	Country	Description
Since 2015	SGS Academy	--	Marketing Management
Since 2014	Shark Tank Portugal	--	CEO
2011 - 2014	INDEG	--	Marketing and Inovation
2011 - 2011	INDEG	--	Negotiation
2007 - 2011	Audax	--	Marketing for Entrepreneurs
2005 - 2008	Valentim Carvalho	--	Interim Manager

2001 - 2003	COM - Doc. Imaging Solutions	--	Interim Manager
Since 1998	Consulting	--	Start Up and Turnaround
1992 - 1994	IPAM	--	Retail Management
Since 1992	Toys R Us Portugal	--	Country Manager
1991 - 1992	Intermarché Portugal	--	Buyer
1989 - 1991	Makro Portugal	--	Assistant Director Buying Dep. FMCG
1987 - 1988	Purina	--	Marketing Manager

Supervisions

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Mariana José Neto Sobrinho Pires	As Alterações do Comportamento de Compra de Bens Alimentares Resultantes da Actual Crise: Famílias Portuguesas com filhos no ensino superior público	Portuguese	Iscte	2013

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Pedro Lopes da Cunha Giro	Desenvolvimento de um Modelo de Escalonamento da Força de Vendas para uma Loja Megastore Worten	Portuguese	Iscte	2016

Publications

• Books and Book Chapters

- Book author

1	Lopes, H., Cerejeira, J., Sousa, S., Figueiredo, H., Suleman, F. & Marques, P. (2023). Economia do Trabalho – Mercados e Instituições. Lisboa. Almedina.
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- Book editor

1	Bento, P., Pereira, R., Pernas, G., Marques, P. & Figueiredo, M. (2012). Entrepreneurship. Pearson Custom Publishing.
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- Book chapter

1	Marques, P. & Costa, A. (2026). Blocs, Arenas and European Leverage in Iberian Labour Market Solidarity. In Governing Solidarity in European Labour Markets Atypical Employment and Minimum Wage Reform in Spain and Portugal. London: Routledge.
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• Other Publications

- Non-peer-reviewed papers

1	Marques, P. (2012). Start Up's e Turnaround - O milagre do Marketing. Bons Negócios. 9, 0-22
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Professional Associations

APED (1995 - 2003)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of non-scientific event's organizing committee	Congresso Anual	Fórum do Consumo	2016
Member of non-scientific event's organizing committee	Congresso Anual	Fórum do Consumo	2015
Member of non-scientific event's organizing committee	Congresso Anual	Fórum do Consumo	2014
Member of non-scientific event's organizing committee	Congresso Anual	Fórum do Consumo	2013