Warning: [2025-12-05 14:25] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência_Iscte at that date.

Vitor Santos

Professor Auxiliar Convidado
Department of Marketing, Operation and Management (IBS)

Contacts

E-mail	Vitor.Vidal.Santos@iscte-iul.pt
Office	D4.26
Telephone	217650471 (Ext: 279426)
Post Box	206

Curriculum

Diversified professional experience in multinational companies of the pharmaceutical, retail and technology sectors, holding the positions of Sales and Marketing Director.
Strong skills in design, implementation and development of businesses and partnerships, in the opening of new sales channels and sales units.
Experience in the design and launch of new products and integrated solutions for the business (B2B) and individual (B2C) segments.
Doctoral Student in Management

Research Interests

Sales and Marketing. Social Selling. Digital Marketing.

Academic Qualifications

University/Institution	Type	Degree	Period

Universidade Europeia	Licenciate	Gestão de Empresas	2004
Instituto Superior de Gestão	Post-graduation	Marketing	2000
Instituto Superior de Economia e Gestão	M.Sc.	Economia Internacional	1997
Universidade Europeia	Licenciate	Gestão de Recursos Humanos	1994

Other Professional Activities

Period	Activity Type	Activity Description	More Info URL
2000 - 2023	Consulting activities	Consultoria empresarial no domínio da gestão comercial e de marketing	--

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2025/2026	2º	Marketing Management	Bachelor Degree in Human Resources Management;	No
2025/2026	1º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL);	No
2025/2026	1º	Marketing Fundamentals	Bachelor Degree in Industrial Management and Logistics;	No
2025/2026	1º	Operational Marketing	Bachelor Degree in Management;	No
2024/2025	2º	Insight Selling	Post Graduation Program in Commercial Direction;	Yes
2024/2025	2º	Sales Strategy and Sales Analytics	Post Graduation Program in Business Administration - EMBA;	Yes
2024/2025	2º	Performance Management	Other programme in Applied Online Sales Management;	Yes
2024/2025	2º	Marketing Management	Bachelor Degree in Human Resources Management;	No
2024/2025	1º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL);	No
2024/2025	1º	Commercial Strategic Planning	Post Graduation Program in Commercial Direction;	Yes
2024/2025	1º	Commercial Management and Digital Sales	Bachelor Degree in Digital Technologies and Management;	No
2024/2025	1º	Marketing Management		No
2024/2025	1º	Operational Marketing	Bachelor Degree in Management;	No

2023/2024	2º	Insight Selling	Post Graduation Program in Commercial Direction;	Yes
2023/2024	2º	Sales Strategy and Sales Analytics	Post Graduation Program in Business Administration - EMBA;	Yes
2023/2024	2º	Performance Management	Other programme in Applied Online Sales Management;	Yes
2023/2024	2º	Marketing Management	Bachelor Degree in Human Resources Management;	No
2023/2024	1º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL);	No
2023/2024	1º	Commercial Strategic Planning	Post Graduation Program in Commercial Direction;	No
2023/2024	1º	Commercial Management and Digital Sales	Bachelor Degree in Digital Technologies and Management;	Yes
2023/2024	1º	Marketing Management		No
2023/2024	1º	Operational Marketing	Bachelor Degree in Management;	No
2022/2023	2º	Insight Selling	Post Graduation Program in Commercial Direction;	Yes
2022/2023	2º	Marketing Management	Bachelor Degree in Human Resources Management;	No
2022/2023	1º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL);	No
2022/2023	1º	Commercial Strategic Planning	Post Graduation Program in Commercial Direction;	Yes
2022/2023	1º	Trade Marketing	Post Graduation Program in Marketing Management;	Yes
2022/2023	1º	Marketing Management		No
2022/2023	1º	Operational Marketing	Bachelor Degree in Management;	No
2022/2023	1º	Marketing Management		No
2021/2022	2º	Sales Strategy and Sales Analytics	Post Graduation Program in Business Administration - EMBA;	Yes
2021/2022	2º	Marketing Management	Bachelor Degree in Human Resources Management;	No
2021/2022	1º	Commercial Strategic Planning	Post Graduation Program in Commercial Direction;	Yes
2021/2022	1º	Trade Marketing	Post Graduation Program in Marketing Management;	Yes
2021/2022	1º	Sales Management for Executives	Master Degree in Applied Management;	Yes

2021/2022	1º	Marketing Management		No
2021/2022	1º	Operational Marketing	Bachelor Degree in Management;	No
2020/2021	2º	Network Sales Operacional Management		Yes
2020/2021	2º	Marketing Management	Bachelor Degree in Human Resources Management;	No
2020/2021	1º	Commercial Strategic Planning	Post Graduation Program in Commercial Direction;	Yes
2020/2021	1º	Sales Management for Executives	Master Degree in Applied Management;	Yes
2020/2021	1º	Social Selling		Yes
2020/2021	1º	Marketing Management		No
2019/2020	2º	Network Sales Operacional Management		Yes
2019/2020	2º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL);	No
2019/2020	2º	Marketing Management	Bachelor Degree in Human Resources Management;	No
2019/2020	1º	Commercial Strategic Planning	Post Graduation Program in Commercial Direction;	Yes
2019/2020	1º	Marketing Management		No

Supervisions

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Marta Mourão de Almeida Coutinho Falcão	Perceptions of marketing professionals from the largest companies in Portugal regarding neuromarketing	English	Iscte	2021
2	Carolina Serrano Gião Silveira Neves	The Impact of Social Media: Instagram VS Online Site Reviews on Hotels? Client Quality Perception	English	Iscte	2020
3	Patrícia Neto Cordeiro Santos Louro	Does Instagram and Opinion Makers influence on the consumer decision making and buying processes in the Fashion and Beauty industries?	English	Iscte	2020

4	João Manuel Simão Barata	The effect that frequent flier programs has on the brand loyalty of low cost airline customers	English	Iscte	2020
5	Mariana Filipa Lavos Pelicano	The Impact of Food Delivery on Eating Habits and Health	Portuguese	Iscte	2020
6	Renata de Carvalho e Santos Pereira	Marketing plan for Group StarSul	Portuguese	Iscte	2020
7	Maria Clara Luxo Correia	A Importância das Competências Adquiridas na Prática Desportiva Federada no Desempenho dos Gestores Comerciais no Retalho	Portuguese	Iscte	2013

• M.Sc. Final Projects

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Tiago Alexandre Duarte Pereira	New Business Control and Management System for the Professional Products Division of L'Oréal Portugal	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	André Miguel Martins Farinha	The launch of Skip brand detergent wipes for machine laundry washing	Portuguese	Iscte	2024
2	Diana Marques Caldeirinha	Communication Plan - Sintra Delegation of the Portuguese Red Cross	--	Iscte	2024
3	Tânia Filipa Correia da Cruz	The training plan for the commercial team at Matrizauto de Sintra.	Portuguese	Iscte	2024
4	Patrícia Amaro Parreira	Business Plan of a Personal and Family Life Management System	--	Iscte	2024
5	Joana Margarida Serras Pimenta Clemente	Propuesta de implementación de la tienda online de Óptica Vistissom II Lda.	Portuguese	Iscte	2023
6	Pedro Cardeira da Silva Machado Borges	Anything Corporation: A New Standard for the Professional Photography Market	Portuguese	Iscte	2023
7	Paulo Ricardo de Abreu Cruz	Relaunch of commercial services in the hair area of ??MYFACE clinic	Portuguese	Iscte	2023
8	Bruno Emanuel Tubal Caeiro Martins	Expansion strategy for the brand Sabores do Churrasco, through the franchise business model.	Portuguese	Iscte	2023

9	Rui David Pinto dos Santos Dionísio	Improvement and introduction of new Dasboards in the company	Portuguese	Iscte	2023
10	Pedro Filipe Espírito Santo Porto	Marketing and Communication Plan for a new TAP Air Portugal route	Portuguese	Iscte	2023
11	Jorge Manuel Fernandes Rodrigues	Business plan - recovery and managment of extraction waste in quarries	Portuguese	Iscte	2023
12	Marco Alexandre da Cruz Meireles	Sales force reorganisation and commercial activity plan of the company MPG	Portuguese	Iscte	2023
13	Nuno Rafael Baptista da Silva	Marketing and Communication Plan for Sparkyway Lda	Portuguese	Iscte	2023
14	André Ricardo Feio Seco	Adherence to Therapy Service ? Diabetes and HypertensionReis Barata Pharmacy Group	Portuguese	Iscte	2023
15	Bruno Gonçalo Moreira Moleiro	Digital Communication Plan to launch a new company in the real estate	Portuguese	Iscte	2023
16	Fernando Miguel Farinha Simão	Digital transformation plan for Alfa Insurance Company's Agents	Portuguese	Iscte	2023
17	Beatriz Cardoso Moreira	Business plan: Bound	Portuguese	Iscte	2023
18	Fernanda Blaya	The marketing plan with an emphasis on Cleverti's digital communication plan	Portuguese	Iscte	2023
19	Ivo Alexandre da Cruz Xavier	Sales Management using dynamic dashboards	Portuguese	Iscte	2023
20	Célia Maria Neves Gusmão Pires Capucho	Management Control model for the pharmaceutical sector using dynamic Dashboards to support decision making	Portuguese	Iscte	2023
21	Luis Filipe Fernandes Monteiro	Compensation and Incentives models in sales forces, applied to the company Epoch	Portuguese	Iscte	2023
22	Marta Isabel Ferreira da Graça Ferreira	New training model for the sales force and exclusive agents of an Insurance Company	Portuguese	Iscte	2022
23	Helena Maria Paiva Barreto Nunes Batista	Click-and-collect implementation project at Entrecampos Lidl?s Store	Portuguese	Iscte	2022
24	Sara Mesquita Olaio	Glintt's Marketing Plan for Sifarma.Coaching	Portuguese	Iscte	2022
25	Fernando Manuel Jorge da Silva Alho	A strategic alliance as a business catalyst: business plan of UP (União de Produtores)	Portuguese	Iscte	2022

26	Daniel José da Graça Oliveira Santos	Logistics Operations and Supply Chain Plan for the launch of the UP	Portuguese	Iscte	2022
27	João Guilherme Rodrigues Sobral	Olimec commercial plan for 2022	Portuguese	Iscte	2022
28	Ana Sofia Santos Marques Pimentel Bertão	Preparing the future of Real Estate in Portugal - Casafari and the advent of Proptech	Portuguese	Iscte	2022
29	Maria Alexandra Santos Galhardo	Opportunity in Pandemic: How to increase SMEs' loyalty to TAP?	Portuguese	Iscte	2022
30	Maria Beatriz Faria de Nogueira Vinha	The Influence of Green Marketing on the Worten Consumer	English	Iscte	2020
31	Hugo Alexandre Baptista da Silva	Integration of Driving Performance Efficiency Metrics in Heavy-Truck Companies: Joiditrans, Lda In-Company Project	English	Iscte	2020
32	Rita Maria Lopes Pinto	Engaging With Customer Experience While Visiting A Shopping Centre	English	Iscte	2020
33	Rogério de Magalhães Dias	A Estratégia Multiacesso da Generali para o Canal Agentes de Seguros	Portuguese	Iscte	2014
34	José Manuel Miranda Bastos	O Despertar do Retalho Especializado, uma Nova Estratégia! O caso Moteespa	Portuguese	Iscte	2013
35	Amílcar Ismael Barreto	O que Motiva as Equipas de Vendas da Industria Farmacêutica - O caso Roche	Portuguese	Iscte	2013
36	André Lizardo Francisco Botelho de Amaral	Atual Modelo de Negócio de um Agente Empresarial - O caso Fujitsu Telecomunicações Portugal, SA	Portuguese	Iscte	2013
37	Carlo Alexander da Costa de Pinho	OnePharma CLM - Projecto inovador de promoção farmacêutica	Portuguese	Iscte	2012
38	Ana Raquel Soeiro Boleto	Humor in Marketing as a Success Factor: The case of MEO	English	Iscte	2012
39	Maria Helena dos Anjos Vicente Dias	A Vigilância e Segurança de Edifícios e Instalações - O caso da EDP Distribuição de Energia, SA	Portuguese	Iscte	2012
40	Luís Filipe Campos Batista de Menezes Collaço	O Marketing Relacional do Ford Fiesta	Portuguese	Iscte	2012
41	Rute Isabel dos Santos Pedro Menezes	A segmentação do Mercado Óptico, como resposta aos Novos Desafios do Sector. O caso das lentes oftálmicas da Hoya	Portuguese	Iscte	2012

42	Bruno Filipe Salvado Aragão Duarte Gonçalves	Sustentabilidade do Canal Indirecto de Vendas da Vortal	Portuguese	Iscte	2012
43	Victor Henrique Gomes da Silva	A Utilização de Forças de Vendas em Outsourcing e suas Implicações Estratégicas no Mercado de Cartões de Crédito - O caso Barclaycard.	Portuguese	Iscte	2011
44	José António Adolfo Gonçalves	--	--	Iscte	2011
45	Anabela Silva dos Reis Marques	Determinantes para a motivação dos clientes no apoio à venda de SI.	Portuguese	Iscte	2011
46	Paulo Alexandre Pereira Manso	A Reorganização da Força de Vendas Face ao Novo Mercado de Electrodomésticos de Encastre. O caso da Teka Portugal S.A.	Portuguese	Iscte	2011
47	Paulo Miguel Clímaco Lilaia	Plano de Negócios - Absolutis Empresa Farmacêutica de Medicamentos Genéricos.	Portuguese	Iscte	2010