



ANA CÔRTE-REAL

Consultora de marketing

Diretora do MBA Executivo e da área de Marketing na Católica Porto Business School (CPBS), formação executiva. Professora Auxiliar na CPBS. Professora convidada na Pontifícia Universidade Católica do Rio de Janeiro (IAG PUC-RIO). Former Associate Dean para a Formação Executiva CPBS (2013-2020). É acreditada pela European Mentoring & Coaching Council (EMCC), tem a Certificação Internacional em Coaching – ACSTH.

Em termos de formação concluiu o Curso Digital Marketing: Disruptive Strategy Programme pela Said Business School/ University of Oxford (2020) e o Programa de Marketing pela Columbia Business School (2011). Doutorou-se no ISCTE (Lisboa: ISCTE, 2007). Mestre em Marketing pela Católica Porto Business School (2000). MBA em Gestão de Operações Comerciais na Católica Porto Business School (1998). Na área das marcas tem desenvolvido pesquisa com frequentes apresentações em conferências internacionais. É membro do Centro de Estudos CEGEA da Universidade Católica. É membro do Comité Executivo da EFMD MBA Conference.



Education

Personal information

Date of Birth

23 of December 1970

E-mail

ola@anacortereal.pt

Mobile

+351 934 864 954

Experience

Marketing

Branding

Coaching

Mentoring

Hobbies

Pilates
Treino funcional
Padel
Mentoring

2021

Coaching International Certification ACTP

Certificação Internacionalem Coaching ACSTH (july 2021)
International Coach Federation- Insightout

2021

Certification European Mentoring & Coaching Council (EMCC)

YouUp – Insightout

2020

Digital Marketing Transformation, Said Business School

Oxford University

2018-2019

Mentoring Program: The Walk and Talk

Walking Mentorship, Portugal

2002-2007

PhD in Marketing, ISCTE

University Institute of Lisbon

2001-2002

Master degree in Business Administration

Specializing in Business Operations Management,
Católica Porto Business School

1997-1998

MBA, specializing in Business Operations Managementl

Católica Porto Business School

1994-1996

Undergraduate degree in Financial Management

Instituto de Estudos Superiores Financeiros e Fiscais

1991-1994

Bachelor degree in Banking and Insurance Management

Instituto de Estudos Superiores Financeiros e Fiscais



Published Work

“Children Thoughts about brands”

Journal of Consumer Behaviour.

A brand triangle model to avoid branding myopia”

Journal of Brand Management

“Mercator XXI Teoria e Prática do Marketing”

Elaboração de um caso prático no âmbito do Manual de casos da Edição Lisboa, Edições Dom Quixote..

“O triângulo da marca para evitar a miopia de marketing”

Revista Brasileira de Comunicação Organizacional e Relações Públicas, Organicom, no 7, Brasil

“O valor da marca”

Revista de Ciências da informação e da comunicação, CETAC, 6 Julho 2008.

“O Impacto das Promoções de Vendas no Valor da Marca,”

Edições IPAM

“Gestão Estratégica de Marketing”

São Paulo: Editora Atlas

“O Livro da Marca”

Lisboa: Dom Quixote

“O Marketing na era digital”

Lisboa: Dom Quixote

“Mercator XXI Teoria e Prática do Marketing”

Lisboa: Dom Quixote



Invited Speaker

2020

Digital products: management, design and construction Brand and Positioning

Strategy, Pontifical Catholic University of Rio de Janeiro: 20th October

2020

On line executive education: threats and opportunities

Catholic University of Angola: 6th May

2020

Brand Management in Pandemic Context

Rádio Renascença, 3th June

2018

Dynargie International Academy: Brand Myopia

16th January;

2018

Conferência TedxPorto

Work-Shop Marca Pessoal, 13th April

2018

FLUP - Mestrado em Museologia, Seminário Comunicar Cultura

Mitos e desafios do Marketing, 20th April

2018

PUC- Mestrado em Administração, Seminário Metodologias de Investigação

apresentação da Tese de Doutoramento, 30th May, Rio de Janeiro

2017

Porto Innovation Hub- TedxPorto 2018

The importance of Partnerships, 20th February;

2016

BNI- Local Business, Global Network

Seminário A Indiferenciação da Marcas, 25th May;

2016

Dynargie International Academy Brand and Marketing

path, challenges and priorities, 31th August.

Conferences

2019

“Brand Mascots Taxonomy “

7th Annual International Colloquium on Branding; 29–31 July & 1 August, Greece

2018

“Financial Brand Valuation: A Method based on Stakeholders’ Responses”

2018

Proceedings of the 6th Annual International Colloquium on Branding

30–31 July & 1–2 August 2018, Athens, Greece;

2018

“Financial Brand Valuation: A semiotic approach to link marketing and finance”

Proceedings of the 21st Academy of Marketing Science World Marketing Congress (AMS WMC) June 27–29, Portugal

2009

“A brand triangle to avoid brand myopia”

Proceedings of the Thought Leaders International Conference on Brand Management, Athens University

2008

“Children Attitudes toward Brand Mascots: Mascots Design and Children Recognition”

Proceedings of the 3rd International Conference on Pluridisciplinary Perspectives on Child and Teen Consumption, Oslo University

2007

“How children interpret different design characteristics of the brand mascots?”

Proceedings of the 36th European Marketing Academy Conference (EMAC), Island;

2007

“Names and Logos Memorization: an empirical research”

Proceedings of the Thought. Leaders International Conference on Brand Management, Birmingham University

2006

“Children and brand mascots”

Proceedings of the 6th International Marketing Trends Congress, ESCP-EAP Paris

2006

“Mascots Design and Children Recognition”

Proceedings of the Thought Leaders International Conference on Brand Management, Birmingham University

2006

“Children Attitudes toward brand mascots”

Proceedings of the 35th European Marketing Academy Conference (EMAC) Athens;

2006

“Mascots Recognition among Children”

Proceedings of the Child and Teen Consumption, 2nd International Conference on Pluridisciplinary Perspectives on Child and Teen Consumption, Copenhagen

2005

“Brand, mascots and children”

Proceedings of the 4th International Conference on Research in Advertising, ICORIA, Germany;

2005

“Children and brands”

Proceedings of the 34th European Marketing Academy Conference (EMAC), Italy;

2004

“Children’s Attitudes toward brand mascots”

Proceedings of the 9th International conference on corporate and marketing communications (CMC), Warwick Business School

2004

“Brands, mascots and children: a qualitative approach”

Proceedings of the 4th European Marketing Congress, Paris;

2004

“The Figurativeness of Brand Signs”

Proceedings of the 33rd European Marketing Academy Conference (EMAC) Spain;

2004

“Children’s Attitudes towards Brand Mascots”

Proceedings of the 33rd European Marketing Academy Conference (EMAC) Spain;

2004

“Children’s Attitudes towards Brand Mascots”

Proceedings of the 4th International Conference on Research in Advertising, ICORIA, Norway;;

2002

“O impacto das promoções no valor da marca: caso Cristal”

Congresso Nacional de Marketing, APPM, Estoril;

2002

“The impact of sales promotions on brand value”

Proceedings of the 31th European Marketing Academy Conference (EMAC), Portugal;

Scientific Committes

since 2010	Chair of the International Scientific Committee of the Internationa Marketing Conference
since 2020	Member of the Steering Committee Representatives of EFMD MBA Conference
2015-2020	Member of the Steering Committee Representatives of EFMD Executive Development Conference
2016	EFMD Executive Development Conference, Learning in Times of Disruption, 12-14 October 2016



Services rendered to the School or university

CEGEA Projects

2021

Programa Rumo Norte- AEP

(Rumo Norte AEP Project; Project Coordinator)

2020

Estudo de Imagem da Marca Las Kasas

Las Kasas Market Research and Strategic Analysis

2020

Avaliação Financeira da Marca Hyline

(Hyline Brand Evaluation based on market research and financial analysis);

2014

Varzim Sol

Estudo de Mercado Casino da Póvoa, Póvoa Casino Market Research;

2012

CAP- Confederação dos Agricultores de Portugal

Estudo de Identidade Corporativa e Livro Branco, Corporate Identity Study and White Paper

2012

CAP, Confederação dos Agricultores de Portugal 2011

(Portuguese Farmer's Image Barometer 2011 Barómetro de Imagem do Agricultor Português 2011,

2011

CAP, Confederação dos Agricultores de Portugal 2010

Barómetro de Imagem do Agricultor Português 2010, (Portuguese Farmer's Image Barometer 2010);

2010

Estudo de Mercado Expo Criança, CNEMA

Centro Nacional de Exposições (Expo Child Market Study);

2010

Identidade da Marca AM Holding , AM Holding

AM Holding Brand Identity);

2010

Diagnóstico Estratégico da Marca e Elaboração do Plano de Ação

CRPG - Centro de Reabilitação Profissional de Gaia (Strategic Brand Diagnosis and Action Plan definition)

2009

Imagem Do Agricultor Português

CAP- Confederação dos Agricultores de Portugal (Image Of Portuguese Farmer)

2009

Caracterização da Marca Santa Casa

Análise Documental; Santa Casa da Misericórdia (Santa Casa Brand Characterization - Document Analysis);;

Conferences

since 2018

Programme definition and invitations
Executive Digest Conference

since 2018

Programme definition and invitations
Conference

since 2017

Brand activation and partnership management
TedxPorto Conference

since 2017

Brand activation and partnership management
QSP Summit Conference

2016

Learning in Times of Disruption
Coordination of the EFMD Executive Development Conference

2015-2019

FNAC Business Talks
partnership management and companies invitations;

since 2013

Seminars and work-shops linked to the executive education portfolio;

since 2009

Marketing seminars and work-shops;

Collaboration in the School's strategic pillars

Internationalisation

2020

Lecturer, Standard Bank- Angola, CPBS;

2020

Lecturer, Pontifical Catholic University of Rio de Janeiro

2017

Lecturer, marketing Summer School, CPBS;

since 2016

Jury of EFMD Excellence in Practice (EiP) Awards;

since 2015

Member of the Executive Committee, EFMD;

since 2014

Lecturer, IAG PUC-Rio, Programme Porto at PUC Rio and CPBS

since 2012

Lecturer and Programme Coordinator of MBA Atlântico;

since 2002

Participation and paper presentation in International Academic

since 2015

Initiatives as Associate Dean
Support for the organization of national or international conferences at Católica Porto Business School;
Organization of seminars with international speakers;
Enhanced networking through participation in international conferences;
Introduction of English subjects in the Executive MBA;
Management of the Atlantic MBA and the partnerships associated with the Programme;
Evaluation of new Programmes based on partnerships with International Business Schools

Innovation

2020

Conception and design of online courses

(first school programs offer in this format)

2020

Design of the Webinars Cycles

Moving to the Future, during the pandemic situation;

2020

Mind at Work Project

Health Mental Focous Group in collaboration with the Corporate Club Mentors;

2018-2019

Design and submission to AMBA of the MBA Executive Programme;

2018

Creation and management of the Executive MBA Corporate Club;

2018

Thematic breakfasts with companies;

since 2015

Introduction of dramatic expression in executive education;

since 2015

Design and implementation of FNAC Business Talks

since 2014

Involve students in social causes as part of the Christmas initiatives:UDREAM, Kastelo, Make a Wish, etc

since 2014

Promotion of social activities with students: UDREAM, JÁ Portugal and UDIP

Business Connection

2020-2021

Rotary International Design Program

2020-2021

The Challenge of the Edge

“Work Organization ... between remote and in-person challenges that arise and solutions that are envisaged; Performance & Development;

2020-2023

Fund Raising- Porsche Sponsorship

naming and digital support for Executive Education Classrooms;

2019

Fnac Business Talks, How brands impact ourselves

value, sustainability and differentiation, Marta Mendonça, Founder of the Marta Worldwide Project, 27th June;

since 2018

Corporate Club activities

CEO s Breakfasts, Seminars, Workshops, company visits, Focus Group, case studies, among other initiatives;

2018

Fnac Business Talks, Dr. Wells Brand Strategy, Olímpia Costa, Sonae

2017

Fnac Business Talks, Hospitality Marketing: what happened in the last 10 years

2016

Fnac Business Talks, Egos Map, Adriano Freire, Egos Institute

since 2015

Partnerships established within the scope of MBA International's marketing module: applied projects

(Sheraton, Schmitt, Alves Bandeira, Brasmar, One Watch Planet, Amorim, Dynargie, Extra Cut, Ramirez, Sogrape)

2015

Fnac Business Talks, Brand Management Challenges, Diogo Lopes Pereira, BNPParibas

since 2013

opinion articles or dissemination of knowledge in the media;

since 2013

Initiatives as Associate Dean

Visits to companies for the presentation of the School and educational offer: about 40 visits per year; Organization of seminars with speakers linked to the business world; Organization of thematic breakfasts; Organization of design thinking sessions; Definition of partnerships with well-known Business Conferences; Involvement of Alumni in executive education initiatives;

since 2009

Business partnerships within the scope of Marketing Programmes

(E-life, Amint, High Play Institute, Digital Marketing Institute, Inesting, ESADE);

since 2009

TFMS Orientation

Internshio format

Services rendered to society

source	article
Negócios	https://www.catholicabs.porto.ucp.pt/Files/PortalReady/UserFiles/negocios_29022016_1.pdf
Executive Digest	http://www.catholicabs.porto.ucp.pt/Files/PortalReady/UserFiles/ed_01032016_1.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/Files/PortalReady/UserFiles/negocios_23032016_2.pdf
Exame	http://www.catholicabs.porto.ucp.pt/pt/clipping
DN+JN	http://www.catholicabs.porto.ucp.pt/Files/PortalReady/UserFiles/zoom_30052016.pdf
Jornal Económico	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/jeconomico_30122016.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/jeconomico_30122016.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/PortalReady/UserFiles/negocios_08032017_7.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/PortalReady/UserFiles/negocios_08032017_4.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_30032017_1.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_30032017.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_30032017_2.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_30032017_4.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_30032017_3.pdf
Briefing	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/briefing_01042017.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_27042017_2.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_27042017_5.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_27042017_4.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_27042017.pdf
Negócios	http://www.catholicabs.porto.ucp.pt/files/portalready/userfiles/negocios_27042017_3.pdf

Negócios	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_27042017_1.pdf
Exame	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/exame_01052017.pdf
Executive Digest	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/executive_01052017_4.pdf
Vida Económica	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/veo_12052017.pdf
Jornal Económico	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/jeconomico_19052017.pdf
Marketeer	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/marketeer_01062017.pdf
Executive Digest	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/edigest_01092017.pdf
Negócios em Rede	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_13092017_3.pdf
Negócios em Rede	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_13092017.pdf
Negócios em Rede	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_13092017_2.pdf
Negócios em Rede	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_13092017_6.pdf
Negócios em Rede	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_13092017_1.pdf
Jornal Económico	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/jeconomico_11122017.pdf
Jornal de Negócios	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_28032018_3.pdf
Jornal de Negócios	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_28032018_4.pdf
Jornal de Negócios	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_28032018.pdf
Público	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/publico_22052018.pdf
Jornal de Negócios	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/negocios_24052018_3.pdf
Executiv Digest	http://www.catolicabs.porto.ucp.pt/files/portalready/userfiles/ed_01092018.pdf

Management Duties at the school

2013-2020

Associate Dean for Executive Education

Main duties:

Coordination and design of executive Programmes: teaching service, invitations for external teachers, Programmes curricula, budget definition, control and execution, etc.;

Coordination of executive Programmes abroad, mainly in Brazil and Angola;

Coordination, design, and customer relationship management of in-company training proposals;

Support of the accreditation process with AMBA;

Support of the development of all executive education communication material: flyers, brochures, websites, etc. ;

Evaluation and validation of executive education proposals sent to the School;

Staff management: performance evaluation, career progression and hiring;

Definition of soft-skills activities in articulation with the CDO;

Coordination of the evaluation of MBAs applications;

Partnerships management established under open executive Programmes;

Definition of the open classes in order to promote the executive Programmes;

Participations in Executive Education Events such as Connecting with Business, Career Day, Focus Group with corporate representatives;

Coordination of the Programme directors team: 2 meetings for each Programme (definition of schedules, time tables and assessment formats);

Preparation and validation of budgets for each Programme;

Execution of the annual budget;

Preparation of annual budget for executive education;

Preparation of the Executive Education Report and Plan of Activities;

Training of the executive education staff in the area of services marketing;

Participation in other Accreditation Processes of the School (EQUIS and AACSB);

Participation in board meetings;

Participation in Advisory Board Meetings;

Member of Scientific Council.

2010-2020

MBA Atlântico Programme Director

Main duties:

To be part of the admissions committee;

Approval of the scholarships: number and selection of candidates;

To guarantee the coherence of the curriculum structure, syllabus and assessment's formats among the three geographies: Portugal, Angola and Brazil;

Meetings with faculty every quarter, to guarantee the alignment of academic staff with the Programme's objectives, to make sure there are no overlapping issues, to share teaching and evaluation methodologies, and to evaluate the pertinence of the contents addressed;

Coordination of the process of creating schedules, time tables and assessment periods among the three geographies;

To guarantee the scientific and pedagogical excellence of the Programme;

To follow-up students throughout the MBA;

To be part of the Programme Advisory Board;

since 2011

Marketing Programmes Coordinator for Executive Education

Main duties:

Programme budget definition in articulation with the Executive Coordinator;

Definition of curriculum contents in articulation with the faculty;

Participation in dissemination activities: identification of databases, companies, definition of seminars promoting the topics,

collaboration in interviews with candidates;

Alignment meeting with teaching team before Programme start;

Validation of assessment formats;

Programme evaluation based on pedagogical assessment questionnaires, qualitative student feedback and Executive Coordinator appreciation.

since 2018

MBA Executive Programme Director

Main duties:

Programme budget definition in articulation with the Executive Coordinator;

Definition of curriculum contents in articulation with the faculty;

Validation of Programme Syllabus;

Supervision of the report process to AMBA;

Preparation of content for website, brochures and lead campaigns;

Participation in dissemination activities: identification of databases, companies, definition of seminars promoting the topics,

collaboration in interviews with candidates;

Schedule validation in articulation with the executive coordinator;

Alignment meeting with teaching team before Programme start;

Validation of assessment formats;

Definition of moments of feedback to students;

Programme evaluation based on pedagogical assessment questionnaires, qualitative student feedback and Executive Coordinator appreciation;

Identification of improvement points of contents and teachers;

Corporate Club Management: meetings scheduling, follow-up activities, definition of the team projects and monitoring of projects with students and companies;

Definition, evaluation and follow-up of international weeks..