

Biographical Note



Carlos Brito is an academic, manager and opinion maker. He is professor of marketing at the Faculty of Economics of the University of Porto as well as at Porto Business School. He has also been member of assessment committees at A3ES for the accreditation of higher education programmes since 2012. As manager, Carlos Brito is president of the Observatory of Port Wine, vice-president of the Portuguese Management Association and board member of APCER Brazil. He is also member of the general council of Ordem dos Economistas, member of the superior council of Futebol Clube do Porto, member of the advisory boards of SEDES, INOV.ORG, APCER, Sigma and Essência Completa, member of the strategic council of Tourism of Porto and Northern Portugal, and ambassador of the ONG U.DREAM. In addition, he has a strong involvement with companies and governmental bodies through an intense marketing consultancy activity. As a result of the work carried out in the field of innovation and entrepreneurship, he was awarded 'Personality of the Year 2018' by the Portuguese Business Angels Association. As an opinion maker Carlos Brito has regular participation in media (TV, radio and newspapers), with a significant number of followers in social media. He is also frequently invited as a speaker to address topics of marketing, strategy, innovation and entrepreneurship, and is author and co-author of eight management books.