

Luis Madureira

Partner at **UBERBRANDS**

Lisbon Area, Portugal, Lisbon, PT

Strategy * Innovation * Growth - SMINT (TM) Social Market Intelligence Ambassador - Game-changer, proficient & resilient Fluxer

Biography

Luis holds a unique set of skills, balancing empirical rigour with creative thinking derived from 17 years of proficient and resilient leadership in senior roles at both local and International levels (Angola | Portugal | Spain | United Kingdom). Holds a top MSc in Business Economics, Marketing Specialisation from NOVA School of Business and Economics, and a CIP-II Advanced Competitive Intelligence Professional certificate (1 out of only 450 in the world | 1 out of 2 in Portugal) with vast functional expertise in Commercial (Marketing, Trade Marketing and Sales), Innovation, Strategy, Advisory and General Management developed in Top FMCG companies (Heineken, Drie Mollen / United Coffee, Red Bull, PepsiCo, Coca-Cola and Diageo), as well as, start-up companies (uberbrands, Inspirit Music and Approved). A proactive hands-on business optimiser across all Trade verticals (Retail, Wholesale, Impulse & On-line) while a Visionary, creative Entrepreneur, while being a regular International Lecturer and Invited Teacher of Marketing, Strategy and Competitive Intelligence in several University Masters. Achiever of quality results within realistic time frames whilst ensuring the highest standards, he generates trust and positive feelings at both personal and professional level. Motto: the "Journey" is the ultimate reward **STRATEGY & INTELLIGENCE:** Business, Competitive, Knowledge Sharing, Analytical **OPERATIONAL:** World Class Excellence Execution & Delivery; Account Management; International Business Development; Change Management **CONSUMER:** Positioning, Branding, Country Branding, Sensory Marketing, Strategic Marketing, Word of Mouth Marketing, Innovation, NPD **TRADE:** Route to Market, Market Strategy, Channel Strategy and Customer Strategy; **PEOPLE:** Mentoring and Coaching **EDUCATIONAL:** Teaching, Lecturing and Training

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Think Tanks, Professional Training and Coaching, Management Consulting

Areas of Expertise

Competitive Strategy, Smint Social Market Intelligence, Innovation

Affiliations

Strategic and Competitive Intelligence Professionals (SCIP) is a global nonprofit membership organization for everyone involved in creating and managing business knowledge. Competitive intelligence, APPM - Portuguese Marketing Professional Association, CPCI - Portuguese Competitive Intelligence Community, Marketing FutureCast Lab, CMO - Chief Marketing Officers, Market Intelligence Group (LinkedIn), ICI - Institute for Competitive Intelligence

Sample Talks

2012_06_13 GIA London - Rapid Deployment of CI

How to set up and start delivering on Competitive Intelligence

Event Appearances

Workshop Advanced Intelligence Toolkit for Strategic Decision Making

Institute for Competitive Intelligence International Competitive Intelligence Conference

Consumption Development Innovation

APPM National Marketing Congress

How to set up a World Class CI Function + Panel CI Platform

South Korea's First Market Intelligence Conference by 3mecca

Executive Address - SMINT - Social Market Intelligence - Future Ready CI

SCIP European Summit 2012

Rapid Deployment of MI programs

GIA Conference: Key Success Factors for High Impact Market Intelligence

Chairman - CI Toolkit - Practising innovative methods to effectively track competitor movements in order to better your CI process

The 15th Annual CI Pharma International Conference

INNOVaction

INNOVaction Workshop

Education

NOVA School of Business and Economics | Universidade Nova de Lisboa

Master of Science (MSc) Management, Major in Marketing

Fuld-Gilad-Herring Academy of Competitive Intelligence

Certificate Competitive Intelligence Professional Competitive Intelligence

NOVA School of Business and Economics | Universidade Nova de Lisboa
Bachelor of Science (BSc) Economics

CATÓLICA-LISBON School of Business & Economics | Universidade Católica Portuguesa
Executive Programmes Information Technology, Digital Marketing & E-Commerce

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