

1. Personal Data

Name: Carlos Oliveira Santos

Birth place and date; Entroncamento, Portugal, September 12, 1953

Civil status: Married, one daughter and three sons

Contact data

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2. Academic degrees

Prepares his Ph.D in Management at ISCTE (Superior Institute of Work and Corporate Sciences – Instituto Superior de Ciências do Trabalho e da Empresa, Lisboa, Portugal – www.iscte.pt). Course of Social Marketing in Public Health, University of South Florida; Post-graduated in Political Science (Political Studies Institute of the Portuguese Catholic University – Instituto de Estudos Políticos da Universidade Católica Portuguesa, Lisboa, Portugal – www.iep.lisboa.ucp.pt); Graduated in Portuguese Studies (Faculty of Social and Human Sciences of the New University of Lisbon – Faculdade de Ciências Sociais e Humanas da Universidade Nova de Lisboa, Lisboa, Portugal – www.fcsh.unl.pt).

3. Academic activities

3.1. Teaching

Invited Professor of Design Management at the Faculty of Architecture of Technical University of Lisbon (www.fa.utl.pt) and Researcher of the De.:SID (Research Team for Design as a Corporate Strategic Weapon, <http://DeSID.fa.utl.pt> – Portuguese Foundation for Science and Technology, www.fct.pt). Since 1992, he is Assistant Professor at the Superior Institute of Corporate Communication (Instituto Superior de Comunicação Empresarial, ISCEM, Lisbon, Portugal – www.iscem.pt), teaching Social Marketing, Public Communication, Political Marketing and Political Communication, in the courses of Corporate Communication and Marketing Management.

3.2. Publications

- Books

- . (2007, 2001) *Our Niemeyer* (Porto: Campo das Letras; with a 2nd edition, Lisboa: Teorema).
- . (2007) *ISCTE, 35 Years* (editor; Lisbon: ISCTE).
- . (2006) *To Build a Life, The History of Manuel Mota and Mota & Companhia* (Lisbon: Mota-Engil).
- . (2005) *A Life's Line - 100 Years of Coats & Clark in Portugal* (Vila Nova de Gaia: Coats Portugal).
- . (2000) *The Book of Cork* (Lisbon: Author's Edition).
- . (1997) *Amorim. History of a Family* (Mozelos: Amorim Group, 2 volumes).
- . *For a Better Life – A Social Marketing Guide* (Lisboa: CEBI Foundation, to be published).

- Papers in national periodicals with academic referees

- . «Social Marketing as an Instrument of Public Policies», in *Revista Portuguesa e Brasileira de Gestão* (Portuguese and Brazilian Management Review), nº 3, July 2006, pp. 28-35;
- . «A Microscopical Look about Creativity – Interview with Professor Teresa Amabile (Harvard Business School)», in *Revista Portuguesa de Gestão* (Portuguese Management Review), nº 2, April-May-Juin 2001, pp. 6-12.

- . «Improving Public Communication: For an Integrated Perspective of Communication, Social Marketing and Public Policies», in *Revista de Comunicação e Marketing* (Marketing and Communication Review), nº 3, July 2002, pp. 51-64.
- . «Net and Politics – New Aspects of Political Media in Democratic Societies», in *Revista de Comunicação e Marketing* (Marketing and Communication Review), nº 1, December 2001, pp. 71-82.

3.3. Communications

- Oral communications by invitation

- . «Cause Related Marketing and Corporate Social Responsibility – Potentials and Limits», Conference in the Workshop «Cause Related Marketing», Local Group of the European Network Against Poverty – Rede Europeia Anti-Pobreza/Portugal (Setúbal, Portugal, 2006).
- . «Against Corporate Social Responsibility: The Critics of CSR – Their Origins and Arguments», Communication to the IVth ASP International Congress – Associação de Secretárias Profissionais Portuguesa (Vilamoura, Portugal, 2006).
- . «The Proust's Room», Communication to the Faculty of Architecture, Technical University of Lisbon, Faculdade de Arquitectura da UTL (Lisbon, Portugal, 2006).
- . «Ethics in Social Marketing», Communication to the International Seminar of Social Marketing, CEBI Foundation-Equal (Lisbon, Portugal, 2004).
- . «The Improvement of Public Communication», Communication to the Seminar «Marketing Against Poverty», European Network Against Poverty, Rede Europeia Anti-Pobreza/Portugal (Lisbon, Portugal, 2002).

- Communications in Conferences

- . «The Role of National Social Marketing Organizations and their role in Public Policies: Canada, USA, New Zealand and England», Communication to the IV Portuguese Association of Political Science Congress (Lisbon, Portugal, 2008).
- . «Social Marketing in Public Policies: The Importance of National Institutions», Communication to the 5th National Congress of Public Management, National Institut of Public Management (Lisboa, 2007).
- . «The Triangle Model – An Integrated Method of Persuasion, Regulation and Enforcement to Change Public Behaviors», Communication to the 17th Conference of Social Marketing in Public Health, University of South Florida (Tampa, FL, USA, 2007).
- . «A Social Marketing Perspective of Public Policies», Communication to the IIIrd Portuguese Association of Political Science Congress (Lisbon, Portugal, 2006).
- . «Social Marketing and Public Policies», Communication to the International Conference on The State, Civil Society and Public Administration in Portugal: Towards a New Paradigm of Public Service, of the Role of the State and of Public Policies, University of Aveiro, Universidade de Aveiro (Aveiro, Portugal, 2006).
- . «The Proust's Room», Communication to the International Congress «Cork Oak Forests, Factories and Merchants – Past, Present and Futur of Cork Field», Cork Museum (Palafrugell, Girona, Spain, 2005).
- . «For a Cultural History of Cork – Cork Industry in the *Encyclopédie*», Communication to the World Cork Congress (Lisbon, Portugal, 2000).
- . «Thomas Jefferson and the Cork Oak», Communication to the International Conference on Cork – Industrial Archaeology and Museums, Regional Ecomuseum of Seixal, Ecomuseu Municipal do Seixal (Seixal, Portugal, 2000).
- . «Cork Under the Eyes of the World», Communication to the Conference on Cork Oak Forests and Cork (Hanover, Germany, 2000).

4. Other Professional Activities

Since 1992, he is an independent marketing and communication consultant, working for several prestigious Portuguese and international companies and institutions such as Amorim Group, Pestana Group, Mota-Engil Group, Coats & Clark, Unilever Bestfoods and Knorr Bestfoods.