



MBA
Executivo



CARINA MEIRELES
DIRECTOR OF THE EXECUTIVE MBA

Director of the Executive MBA and of the CTeSP in Sales and Marketing Management at ISLA Gaia. She holds the title of Specialist (Título de Especialista) in Financial Management, a master's degree in Commercial Management, and an MBA in Marketing and Commercial Management. A specialist in personal and business finance, she is CEO of CM Consultoria and of Milla & Família, and presents the programme Finanças a Contar on Porto Canal. She is also a speaker, author of the book Como Sair do Sufoco Financeiro (How to Get Out of Financial Trouble), and founder of the podcast As Contas que Contam (The Accounts that Count).



SANDRA MELO ALVIM
HEAD OF THE ENTREPRENEURSHIP AND FINANCING
DEPARTMENT AT IAPMEI

She holds a degree in Business Organisation and Management and a postgraduate qualification in Public Administration from ISCTE - University Institute of Lisbon. She has held various positions in public-sector organisations, working in project management in the areas of health, professional training, and entrepreneurship. She currently heads the Entrepreneurship and Financing Department at IAPMEI - Agency for Competitiveness and Innovation, I.P.



FRANCISCO TAVARES
CEO AND CO-FOUNDER OF CASA FINANCEIRA

CEO and co-founder of Casa Financeira, a fintech, insurtech, and proptech company bringing credit, insurance, and real estate mediation together in a single ecosystem, with a franchise store network. He was Managing Director of Rede Doutor Finanças, and built a franchise network from scratch, growing it to more than 100 stores and €100 million in monthly production. He is a sales and leadership trainer, and has taught franchising at ISLA Santarém and at the Polytechnic Institute of Tomar. He is driven by the gap between strategy and execution, and by the way AI is reshaping the sales function.



DIANA BOUÇA-NOVA
JOURNALIST AND ANCHOR AT TVI/CNN PORTUGAL

She has 16 years of experience in communications and has hosted numerous live broadcasts. She holds a postgraduate qualification in Communication Consultancy and Advisory. Her career began at SIC, followed by RTP, before she joined TVI/CNN Portugal.



FILIFE QUINAZ
CEO OF NUADA

CEO of Nuada, a company specialising in the development of exoskeletons. He holds a master's degree in Computer Engineering and is also dedicated to entrepreneurship and association work. He currently serves as National Director of ANJE - the Portuguese Young Entrepreneurs Association, and holds management positions in international business associations.



TIAGO NOGUEIRA
E-COMMERCE SERVICES COORDINATOR AT WORTEN

PhD candidate at the Faculty of Economics of the University of Porto, where he also earned a master's degree in Services Management. He holds a master's degree in Communication Sciences from the Faculty of Arts and Humanities of the University of Porto. He is the author of the book Transformação no E-commerce: do Presente ao Futuro (Transformation in E-commerce: From the Present to the Future) and lectures at several higher education institutions.



JOSÉ CARLOS PEREIRA
AUTHOR OF THE BOOK "CHEGAR E VENDER"

Author of the book Chegar e Vender. Specialist in scientific selling and purchasing, personalised sales and purchasing training, and international business development. He works as a consultant, trainer, and speaker.



JÚLIO MARTINS
ASSISTANT PROFESSOR (PHD), ISLA GAIA

Statutory Auditor (ROC), lecturer, and trainer in financial analysis, company valuation, and business valuation. Consultant and member of valuation teams for several Portuguese and foreign companies, including major economic groups. Experienced in statutory audit and assurance engagements for public and private organisations, as well as social sector organisations classified as public-interest entities. He serves as Chairman of the Supervisory Board of the Local Health Unit of Trás-os-Montes e Alto Douro, E.P.E., and of the Local Health Unit of Nordeste, E.P.E.



SOFIA MANSO
CEO OF ACADEMIA DA FELICIDADE

She is a leading figure in organisational happiness, people development, and leadership culture. Her career combines strategic management, humanised leadership, psychological safety, and innovation, and she is dedicated to transforming organisations through an approach that places well-being and happiness at the centre as drivers of productivity.



KELWIN FERNANDES
CEO AND CO-FOUNDER OF NILG.AI

CEO and co-founder of NILG.AI, a strategic consulting and artificial intelligence development company. He holds a PhD in Computer Science from the University of Porto and a degree in Computer Engineering from Simón Bolívar University (Venezuela). With over 15 years of experience in artificial intelligence, he has helped more than 100 companies optimise their processes with AI, and is the author of over 30 scientific articles published in international journals and conference proceedings.



VÍTOR RIBEIRO
CEO OF REVIGRÉS

He holds a degree in Economics from the Faculty of Economics of the University of Porto and an MBA from Universidade Nova de Lisboa. He has held leadership positions in several companies, including Amorim & Irmãos, SGPS, and Controlinveste Conteúdos. He has been CEO of Revigrés since June 2020.



GABRIEL GONÇALVES
CEO OF ERP24

CEO of ERP24 and a specialist in digital transformation with 17 years of experience. He holds bachelor's and master's degrees in Electrical Engineering, several postgraduate qualifications, and an Executive MBA from Universidade Católica Portuguesa. He supports more than 200 companies in process optimisation and is currently pursuing a PhD in Business Administration.

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