

Jorge Portugal

Biography

Jorge Portugal started his professional path as a research assistant at IST, Technical University of Lisbon in 1987, where he graduated and held a teacher position until 1996.

In 1994, he founded his own consultancy and systems development firm in geomarketing and mobility. In 1996 he was invited by Sonae group, the Portuguese leading retailer, to be the head of market intelligence, being responsible for supporting business plans of major innovative business concepts released by the group at the time. He was also responsible for the development and implementation in Portugal and Brazil of one of the first expert systems for pricing management for retail.

Jorge left Sonae and joined Banco Espírito Santo group in 2000, to become head of strategic marketing, and leading innovative projects in marketing tools and customer relationship management. In 2002, he was appointed as service quality director, a new department, with responsibility over the group. From 2005 until the end of 2006, he was responsible for designing and launching the bank strategy for portuguese immigrant market.

In 2004, Jorge got a leave from the bank to accept an invitation from a public administration institute, UMIC, to lead the public policies for knowledge society. He resumed consultancy for current government in 2005 and worked in a project aiming to re-design the service quality of the public services network. In February of this year, Jorge was appointed as consultant for the President of Portuguese Republic in the areas of innovation and knowledge society.

Jorge Portugal graduated and has a Master degree in mechanical engineering. He earned an MBA and currently prepares his PhD thesis.

He is 43 years, married and has one daughter.