

# Elisabete Sampaio de Sá – CV Résumé

## Academic degrees

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- MSc in Management – Marketing - University of Minho (2002)
- Degree in Sociology - University of Minho (1996)

## Scientific and/or professional activities

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### Teaching:

- School of Economics and Management, University of Minho (Braga)– 2002 - today
- Portuguese Catholic University- Faculty of Philosophy (Braga) – 2005-2008
- IPAM – Portuguese Institute of Marketing Management (Matosinhos) – 2005-2006
- CESPU - Cooperative of University and Polytechnic Higher Education (V. N. de Famalicão) – 2008 – today

Have been teaching several Marketing, International Marketing and Strategic Management courses in these institutions.

### Professional Education

Have been teaching several professional education courses, namely, in Marketing and Technology Entrepreneurship.

### Entrepreneurial activities

Founder of Bragacom – Marketing e Publicidade Via Internet, Lda. - 2002

Independent Consultant in the areas of New Technologies' Market Assessment, Corporate Strategy and Marketing .

### Investigation

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Associated Researcher of iMARKE - Research in Marketing and Strategy Centre of the University of Minho.

Member of the Research Team of the project 'PRIMA - Programme in International Marketing' - 2006

1997-2000 - Research Assistant in the project 'Marketing and Marketing Planning in Portuguese Large Companies – Comparative Study with Great Britain'

## **Oral communications**

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Technology, innovation and international entrepreneurship: Born global in Braga, the case of Edigma – International Business Week - University of Minho - School of Economics and Management – Braga - 2009

Marketing and Entrepreneurship: the importance of market orientation in launching new ventures - Seminar 'The new Generation of Start-ups in the Services Industry' - Project MeIntegra (CICS-UMinho) and TecMinho - 2007

The Entrepreneur and the Entrepreneurship – 'Empreenda Minho' – Entrepreneurship Conference and Fair - TecMinho (University of Minho – Guimarães) – 2007

Entrepreneurship Begins at School – communication to High School Students during a visit to University of Minho (University of Minho - School of Economics and Management – Braga) - 2007

Marketing Planning: from Theory to Practice- I Seminar of Marketing and Strategic Management (University of Minho - School of Economics and Management – Braga) - 2000

## **Other activities**

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Participation in the Entrepreneurship - Graduate Programme: Teachers Training promoted by Junior Achievement - 2008

Member of the Jury of the 'Inventuminho' - National Contest of Inventions and Prototypes promoted by TecMinho, University of Minho and Portuguese Centre for Innovation - 2005

Member of the University of Minho's Jury of the Business Ideas National Contest - promoted by the National Association of Young Entrepreneurs (ANJE) - 2005

Participation in the Technology Entrepreneurship and Commercialization (TEC) Programme promoted by COTEC Portugal and HiTEC Center - North Carolina State University (NCSU) - 2004