



AMÉRICO MATEUS

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SKILLS SUMMARY – Teacher/researcher/entrepreneur/creative leader

Faculty and IDEAS(R)EVOLUTION Applied Research group coordinator at Universidade Europeia /IADE – Creative University Portugal. He is an active Business entrepreneur in the fields of Design and Innovation, Social Innovation and Creativity. Américo is a System Thinker, course creator, creative leader, models and tools developer and at his essence a provocateur, disruption igniter and bias toward change. His passion is to challenge existing dogmas and paradigms applying research methods designed “through the Eyes of the user/consumer”. He is a “Science to the market believer” and his work as a senior innovation facilitator and cross-pollination mind-set is recognized by his co-workers, students, colleagues and peers. His quest for “doing things different and better” makes him an inspirational leader and an innovation faculty and speaker. Keywords: **teacher, researcher, entrepreneur, innovator, creative leader, inspirational speaker**

EDUCATION

Ph.D-Doctor Europaeus / April 2016

Business Management & Innovation, at the University of Évora, where he developed a project thesis around IDEAS(R)EVOLUTION an Innovative methodology and digital collaborative platform to promote a creative culture inside organizations based on co-creation, design thinking, innovation and branding.

MASTER Degree / April 2005

Business Management and Marketing, at the University of Évora, where he got the final average of 16 values (0-20) on the curricular year (equivalent to a post graduation course). At the Marketing specialized subjects, he got a final average of 18,3 values. Master Degree thesis theme: “Marketing and Design interactions for a strategic orientation focused on Radical Innovation; comparison among some emergent sectors' enterprises and traditional sectors companies of the Portuguese Industry”.

Degree / June 1994

in Design, specialization in Industrial Design, at IADE – Creative University. (Design Course-Higher education level), with the final average of 14,33 values (1994).

PROFESSIONAL EXPERIENCE

INNOKINETICS – Innovation culture consultancy

General Manager and Partner / Since September 2014

Managing Director and Partner at INNOKINETICS– Innovation consultancy in Turnhout Belgium since September 2014. Already developed some innovation projects such as: Innovation Academy for VOKA- Flemish Chamber of Commerce, Van Roey NV - Construction group in Belgium, BIELAT Eindhoven and Microsoft Benelux.

GUDA – Give U Design Art – design thinking agency

Creative Director / Since 2012

Full Branding and Advertising Agency in Almada Portugal. Developed several territorial strategic branding programs and international branding system for Universities and Hogeschool in Portugal and Belgium.

ALLDREAMS – Marketing Design and Advertising – Agency

Creative Director and Managing Partner / From 2006 to 2010

"Inspiring Business Creativity" – The agency defined is positioning as a Marketing and Design strategic skills provider focused on creativity, as the unique value that is distinctive and valued by the market and the consumers, been a business plan, a brand building programs, a product development, a communication plan or a advertising campaign. For clients, such as: OCEÂNICO DEVELOPMENTS (resorts developer in the Algarve & Óbidos), SIRAM Group (Group from Madeira Islands with interests in Tourism, Energy & Events), AZORES GOLF ISLANDS (Azores resort & Golf developers), Grupo BÉLTICO (resorts Praia del Rey), SUA KAY Arquitectos, SARAIVA & Associados Arquitectos.

BML – Brandia Brand Keepers –

Innovation Director / From 2002 to 2006

Responsible for the development of new products, new processes and new ways of brand thinking and brand building, and Marketing Consultant for the business Strategy and thinking of the all group.

NOVODESIGN / BRANDIA – Total Design agency –

Production manager and Innovation Director / From 1996 to 2006

As responsible for the Innovation his main responsibility was to bring new knowledge, innovative ideas for products and ways of thinking to the Group companies. He was involved in several special projects, such as: RTP (National Television channel) rebranding, CTT (National Mail Company) Rebranding, TAP (Air Portugal) rebranding, GALP (Larger National Energy Company) rebranding and Vodafone, among others.



MODUS DESIGN / Industrial Design company

Responsible for research studies department / From 1993 to 1996

AWARDS

He was awarded the "2013 Innovation person of the year" from Talent Group (owner of IADE - Creative university) in recognition of the innovative course proposals and products developed with application in new classes, new courses development, training programs, research methodologies and internationalization on the university.

ACADEMIC EXPERIENCE

UNIVERSITY OF EUROPE – Laureate Digital/Since September 2015

Content developer for University of Europe - Laureate Digital for several courses of the new master program and leadership journey. It's the Subject Matter Expert for the Innovation Management Pillar and Leadership Journey.

IADE – Laureate international universities / since 1998

Lecturer - for several classes and courses: Design degree and Masters; Marketing and Advertising degree and master courses. Teaching subjects:

- Design project,
- Design Management,
- Design thinking,
- Branding,
- Communication and Advertising,
- Design and Economy,
- Creativity and Innovation,
- Entrepreneurship,
- Marketing fundamentals,
- New Marketing communications platforms.

IADE/TALENT CORPORATE – Post-graduation courses/since 2008

Course Developer - Author and scientific Coordinator, he created the following courses at IADE/TALENT:

- Co-creation and Generative design for Innovation (started in 2013),
- Branding and Brand Management,
- Design and Creativity for Business Innovation,
- Business Design and Creativity and
- Innovation Factory,
- Entrepreneurship and Innovation Mini-Intensive program (started in 2014)

UNIDCOM – Research unit from IADE – Since 2003

Applied Researcher - member of UNIDCOM

IDEAS(R)EVOLUTION research group coordinator and methodology author. The group focus is on Design thinking for innovation and leadership model building and tooling. He his also the main creative and author of a collaborative Platform called "Linkup – digital co-creation and Innovation Network" that was already implemented in two applied research projects:

- EDP National energy company – User centered Innovation Program – Co-creating services and products with energy stakeholders
- MADAN Parque, Portuguese incubation center – Innovation networks for technological start-up, traditional Sme's and international universities.

The research group the he leads and coordinates since 2012 already implemented in Applied Action Research method 28 Real life context projects financed mostly by the market (businesses and Portuguese

funds). Until now the group provided research services valuing more the 350 thousand euros. Applied Action research typologies:

- Territorial Innovation
- SME's Innovation
- User centered Innovation programs
- Branding e Marketing co-creation Programs
- Smart Cities Innovation
- Entrepreneurship ecosystems
- Learning and Educational Innovation
- Maritime economy innovation and entrepreneurship programs
- Design for Leadership and organizational innovation
- Innovation culture systems
- Digital Design innovation

As researcher is author and co-author of more then 30 scientific articles presented in several international conferences and published on proceeding book and Journals.

In 2015, he led to group's application for EU H2020 call RISE, as project leader. The Project obtain good evaluation is this being developed to the second call in April 2016. The project value is 1.980.000 euros.

Also IDEAS(R)EVOLUTION research group is invited by other consortium to use IDEAS(R)EVOLUTION methodology as the fundamental research co-creative method for their projects. Today the methodology as been included in 4 different H2020 call areas in a total value of services of 200.000 euros.

In 2016 the group project about Design/Artist was approved for funding in UEM call for internal research projects.

INTERNACIONAL INVITED FACULTY/Since 2004

Visiting Teacher at RMIT Design University in Melbourne, where he manage a Design Studio called "Design, Fado and Saudade" for a semester. The studio focus and methodology was about emotional and sensorial classes as a creativity driver for innovative projects May to October 2004.

Teacher at Fachschule Volarlberg in Dornbirn Austria of:

- "Consumer Behaviour: News consumers? Or new trends on consumer behavior? since 2006;
- Creative Marketing Course since 2010;
- Early Stage Management since 2011;
- Design thinking for innovation since 2012.

Teacher at Karel de Grote Hogeschool in Antwerp of:

- B4E (business 4 exchange) with the course: creativity for innovation;
- the Professional skills lab course on creativity;
- IBC (International business program) with the course: Innovation opportunities spotting, since 2010

INTERNATIONAL KEYNOTE SPEAKER/Since 2008

Keynote speaker at several International conferences:

- UNESCO/APHADA about the "Seal of Excellence" 2008;
- Trujillo "VIII Conference Portuguese-Spanish of business Management and Economics" 2009;
- EDCOM (European institute for commercial communications education) in May 2013;
- Multi-mania Conference in Kortrijk Belgium in May 2013

- HAAGA-HELIA university and VAASA University in Finland, 2009;
- 5° CIDI - International Information Design conference in Florianópolis Brazil, August 2011 with the presentation: ALWAYS ON Branding,
- Cinebrandtour; 2° tourism international conference at IPL Leiria, Peniche Portugal in September 2011;
- CRIA cascais - design for innovation conference, January 2015

EU ENTREPRENEURSHIP INTENSIVE PROGRAMS – Since 2006

Responsible Teacher for IADE team at IP-Intense program on entrepreneurship & Innovation and Sustainable entrepreneurship, at Belgium, Netherlands, Austria, Poland, Finland and Portugal, since 2006 until 2014

SCIENCE FOR THE MARKET – TRAINER– Since 2009

Invited Educator/Teacher at DELTA cafés Masters, invited by Cefage LAB from Évora University, where he run a 5 hours' workshops regarding Creativity, marketing and Innovation, since 2009 to 2015.

Training Programs with IDEAS(R)EVOLUTION innovation methodology at:

- Novartis Portugal;
- Jaba Portugal;
- Essilor Portugal;
- Logica Software;
- Voka Flanders – Chamber of commerce - with Innokinetics;
- Microsoft Benelux – With Innokinetics;
- University of Antwerp – School Leaders innovation with Innokinetics.

JURY, ADVISORY BOARD MEMBER AND EXPERT– Since 2009

JURY:

- Expert Jury for the EQUAL Evaluation for: “Product and tool development towards the best practices on sustainable tourism programs for I9 project”, Portuguese project within the EU Equal program, November 2007
- Jury for national and international Design and Design thinking Awards, since 2015.

ADVISORY BOARD:

- Advisory board member at European Projects as expert of Co-creation methodologies in Smart city and Smart energy projects like S3C, since 2014.
- Strategic Advisory board member for AIP FOUNDATION - Portuguese international fairs organization, for the specialization of Design, since 2016

MASTER THESIS TUTOR / Since 2007

He Tutored at IADE and several Portuguese and Belgium Universities more than 20 master thesis students regarding branding, consumer behavior, creativity, using IDEAS(R)EVOLUTION methodology as applied research methodology.

MAIN ACADEMIC WORKS

Articles

- Mateus, A., Loureiro, A., Rosa, C. A., & Leonor, S. (2016). A methodology for appraisal and validation of User Centered Open Innovation Programs: a case study critical analysis of an energy supplier co-creative innovation program. *American Journal of Educational Research*.
- Correia, T., Mateus, A., & Leonor, S. (2015, October 29). Marketing Communications Model for Innovation Networks. (L. C. Rodrigues, Ed.) *International Journal of Innovation - IJI*, 3(2), 43-53. doi:10.5585/iji.v3i2.50. E-ISSN: 2318-9975
- Mateus, A.M., Rosa, C.A, Loureiro, A. & Leonor, S. (2013). A methodology for appraisal and validation of User Centered Open Innovation Programs: a case study critical analysis of an energy supplier co-creative innovation program. In J. B. Reitan, P. Lloyd, E. Bohemia, L. M. Nielsen, I. Digranes, & E. Lutnaes (Eds.). *DRS CUMULUS OSLO 2013 Design learning fo tomorrow - Design education from kindergarten to Ph.D: Proceedings from the 2nd International Conference for Design Education Researchers Vol3* (pp 1633-1651). Oslo: ABM-media and the authors.ISBN978-82-93298-03-8.
https://www.academia.edu/4144815/Mateus_Loureiro_Rosa_Leonor_A_methodology_for_User_Centered_Open_Innovation_Programs_Oslo_2013
- Paper presented and published at CUMULUS Santiago do Chile conference in November 2012, where he presented the paper: "Contribution to the integration of parametric processes as a method in conceptual and creative Design" Wtih Susana Leonor PHD Student.
- Paper presented and published at CUMULUS Santiago do Chile conference in November
- 2012, where he presented the paper: "Oeste Ativo Ecosystem for Innovation: a regional business regeneration program through the design thinking based methodology IDEAS(R)EVOLUTION - a Co-creative way of thinking brands and integrated innovation". With Carlos Rosa PHD Student.
- Paper presented and published at CUMULUS Santiago do Chile conference in November
- 2012, where he presented the paper: "TERRITORIAL BRANDING – DNA ALVITO". With Carlos Rosa PHD Student and PHD Luiz Salomão
- Paper presented and published at IADE international conference Lisbon Portugal in October 2011, where he presented the paper: "Creative Intelligence methodology IDEAS(R)EVOLUTION: A proposal for two new stages of the design thinking process when applied to territorial innovation through an activation platform for "Dialog with the Tribe". With Carlos Rosa PHD Student.
- Paper presented and published at Cumulus Conference organize in PARIS France in May 2011, where he presented the paper: "Ideas [R]evolution methodology: Practical considerations based on two case studies". With Ana Margarida Ferreira PHD, Luiz Salomão Ribas Gomez PHD.
- Paper presented and published at XXII Conference Portuguese-Spanish of business Management and Economics, organized by ETEA Cordoba, in February 2011, where he presented the paper: "Plataforma Avançada para a Ativação Territorial Land (R)evolution – the cellular system model". With António Sousa PhD, and Marta Silvério PHD
- Paper presented and published at Cumulus Conference organize in GENK Belgium in May 2010, where he presented the paper: IDEAS(R)EVOLUTION - Transdisciplinary design thinking workshops for remarkable and innovative brand value." With Ana Margarida Ferreira PHD, Luiz Salomão Ribas Gomez PHD.

- Creator of a scientific researched based Model- Brands(R)evolution – Within IDEAS(R)EVOLUTION methodology, this specific model is focused on creating and managing brands based on a collaborative, ethnographic, participative and design thinking methods. This model includes a tool for generation and management of the ideas cycle and its run through a series of creative thinking workshops. The main deliver it's a creative culture and organic model in the companies under the Umbrella of a strong and innovative brand.
- Paper presented and published at XX Conference Portuguese-Spanish of business Management and Economics, organized by Setubal IPS, in February 2010, where he presented the paper: "Brands@evolution – The Business creative @evolution". With António Sousa PhD.
- Paper presented and published at III IADE/Unidcom international conference "40 IADE 40" organized by IADE University Lisbon in October 2009, where he presented the paper: "The Brands Revolution – IADE Brand DNA".
- Paper presented and published at III IADE/Unidcom international conference "Design & CC=SOS" organized by IADE University Lisbon in November 2008, where he presented the paper: "Creating Brands – Creative Gaps: Intended and perceived creativity".
- Paper presented and published at III Design Research Society Conference "Wonder ground" organized by IADE University Lisbon in November 2006, where he presented the paper: "Contribute for advancing design research knowledge about Branding "Branding Black box" - Conceptual analysis model for branding perception". With Profº Henrique Lopes.
- Paper published at an scientific magazine on "Economics and Sociology", August 2006: "interactions between Marketing and Design for radical innovation business strategies" with Antonio Sousa PHD.
- Paper presented and published at VII Conference Portuguese-Spanish of business Management and Economics: "Cities competition" organized by Évora University in February 2006, where he presented the paper: "When people, ideas and creativity support the radical innovation orientations: case study YDREAMS". With António Sousa PhD.
- Paper presented and published at VII Conference Portuguese-Spanish of business Management and Economics: "Strategy, Innovation sustainable development of tourism" in Faro 2006: "When the innovation strategies and revolutions change a industry: From the tourism markets to experimental markets – Case study Maritz." With António Sousa PhD.
- Paper presented and published at Madrid conference "8th International Forum on The Sciences, Techniques and Art Applied to Marketing. Academy and Profession" in September 2005, where he presented the paper: "the relationship of blind consumers with brands: perceptive reorganizations in the lack of vision and its importance towards the branding process" with Profº Henrique Lopes.
- Paper presented and published at Design International conference "Pride and Pre Design" organized by Cumulus in Lisboa May 2005, where he presented the paper: "From "Nothing to Creation": experimenting Design through the "soul" of Fado and the "poetry" of Saudade" with Fernando Carvalho Rodrigues PhD.
- Paper presented and published at VII Conference Portuguese-Spanish of Strategy and Management organized by the Sevilha University in February 2005, where he presented the paper: "Design and Radical Innovation: a strategic perspective based upon a comparative study between emergent and traditional industries in Portugal" With Antonio Sousa PhD.
- Papers presented and published - "Radical innovation: Design as a strategic tool for the success of this business orientation" and "The heart and soul of innovation – The integrative role of Design

for the success of radical innovation business strategy" presented for the Cumulus conference in Oslo, May 2004

- Co-author of a proposal of an academic solution for a Case Study from MIT Sloan Management School- "Amusements, Ida and Get Wet Case Study", reviewed and accepted by the original authors to be indicated as another valid and innovative solution of this case study.