



José Cerqueira | Head of Content

In 2004, José graduated in Advertising and Marketing at School of Communication and Media Studies IPL Lisbon.

That same year he joined Brandia as a Junior Analyst, the starting point of his professional career. From Brand Strategy department's youngest member to Head of Brand Voice - the department he started inside the company - José kept evolving, always inspired by amazing leaderships and co-workers. On the last 3 years at Brandia Central (new name after 2006), he added the supervision of creative teams to his tasks.

During his period at Brandia, José worked in some of the most distinguished branding projects of the agency, in many different business sectors, such as:

Sports

FIFA World Cup 2018 Russia, UEFA Euro 2016 France, Copa América Chile 2015, FIBA Afrobasket 2007 Angola

Banking/Finance

SIBS and Multibanco, Banco Económico, Banco Pungo Andongo, Cobertura Real Estate

Media/Communications

RTP2, UAU! TV, Liga-Liga

Transportation/Industry

ANA Aeroportos de Portugal, APCOR World Cork Campaign, Grupo SoZé, Dkode

Food/Beverages

Banana da Madeira, Um Bongo, B!, Buondi, Sumol+Compal, Capri, Frutis

Tourism/Place Branding

Cascais Municipality, Tiara Hotels&Resorts, HMI Hospitality Management Institute

Institutional

Wines of Portugal, Vinho Verde, Hospital de Loulé, TEFAF Maastricht

José is co-author of the book Fight Gravity (2008), a collection of concepts that changed the way Man understood the world from early times.

In 2009, José was invited to return to School of Communication and Media Studies, now as an assistant teacher. He lectured Advertising and Creativity Techniques for 3 years.

In 2016, José Cerqueira co-founded **Unloc—k®**.