

CONFERENCIANTES

BCC

INTERNATIONAL SPEAKERS



THE LUXURY
COLLECTION

Porto
Business School

ANTONIO PARAISO

Negotiating with other Cultures

Luxury Marketing and Innovation

Expert in marketing, luxury and innovation, Antonio Paraiso has more than 18 years experience as commercial Director of companies with international presence. Activity that has led him to travel all over the world, developing negotiation and sales experience in Europe, Japan, Middle East, the Arab world, Russia, Latin America, Australia, United States and Canada.

Bachelor in Business Consulting management from the University of Porto, Portugal and Executive MBA in Marketing, from Porto Business School, currently Antonio Paraiso works in its consulting and training company for executives specializing in strategic marketing, positioning of the luxury and high-end consultancy, as well as in development of innovation.

Antonio Paraiso has lived and studied in London and Madrid, where he obtained the Diploma in International Trade and Distribution in the London School of Foreign Trade and the top management program and strategy of the universe of luxury at the Instituto de Empresa, Madrid.



Collaborator of the magazine "Marketeer", the most prestigious journal of marketing in Portugal, Antonio Paraiso regularly publishes his "Quo Vadis, Luxus?" articles about business trends in the premium world and teaching luxury.

He has been professor of International Marketing at the University of Porto and has given training courses to major brands such as Lexus, Porto Calem, Oracle, Chic, Leica, Gant, Toyota or Pine Cliffs Resort, one of the best resorts in Europe, Member of the exclusive group "The Luxury Collection". In addition every year he attends as speaker international events such as the Global Marketing Forum, ExpoManagement, World Innovation Forum or Leadership Grand Conference

Great communicator, Antonio Paraiso is much in demand as a speaker at conferences and events related to the industry of luxury Throughout his career he has lectured for Deloitte, Portuguese Catholic University, Congress of Personal Branding, TEDx, PortoJoia - fair of jewelry, optical Congress, Porto Business School and the Faculty of engineering of Porto, among others.



Travel

Spain



Link video

<http://www.youtube.com/watch?v=gHCXcMfVfg8>



Topics

Strategic Marketing

International Negotiation

Innovation and Development

Learning and Leadership

Multiculturalism

Luxury Marketing and Innovation