

## Carlos Oliveira Santos

Docente do ensino superior desde 1992. Professor convidado do Instituto para as Políticas Públicas e Sociais, Instituto Universitário de Lisboa (Portugal). Doutorado em Ciência Política (Políticas Públicas), Universidade Nova de Lisboa. Licenciado em Estudos Portugueses, Universidade Nova de Lisboa. Pós-graduação em Ciência Política, Universidade Católica Portuguesa. Course of Social Marketing in Public Health, University of South Florida (USA). Membro fundador da European Social Marketing Association, é, presentemente, o seu representante para Portugal. Criador do website *Marketing Social Portugal* ([www.marketingsocialportugal.net](http://www.marketingsocialportugal.net)). Coordenador e co-autor do livro *Melhorar a Vida: Um Guia de Marketing Social* (2004; 2.<sup>a</sup> edição 2012), o primeiro manual de marketing social em língua portuguesa. Em 2018, foi um dos 40 *Social Marketing Leading Experts*, que contribuíram para a *Compilation of Social Marketing Evidence of Effectiveness Key References 2018*, coordenada por Jeff French e Doug Evans para a International Social Marketing Association (ISMA) e suas afiliadas. O seu livro *Social Marketing in a Country: The British Experience* (2016) foi incluído naquela compilação. Em 2019, recebeu o *Outstanding Achievement Award*, atribuído pela European Social Marketing Association, durante a World Social Marketing Conference, em Edimburgo.

University professor since 1992. Visiting professor, Institute for Public and Social Policy, University Institute of Lisbon (Portugal). PhD in Political Science (Public Policy), NOVA University of Lisbon, Portugal. BA in Portuguese Studies, NOVA University of Lisbon. PgD in Political Science, Catholic University of Portugal. Course of Social Marketing in Public Health, University of South Florida (USA). Founding member of the European Social Marketing Association, is currently their representative for Portugal. Creator and editor of the *Marketing Social Portugal* website ([www.marketingsocialportugal.net](http://www.marketingsocialportugal.net)). Editor and co-author of the book *Improving Life: A Guide to Social Marketing* (*Melhorar a Vida: Um Guia de Marketing Social*, 2004, 2<sup>nd</sup> edition, 2012), the first social marketing textbook in Portuguese. In 2018, he was one of the 40 *Leading Social Marketing Experts* contributors to the *Compilation of Social Marketing Evidence of Effectiveness Key References 2018*, coordinated by Jeff French and Doug Evans for the International Social Marketing Association (ISMA) and its affiliates. His book *Social Marketing in a Country: The British Experience* (2016) was included in this compilation. In 2019, he received the Outstanding Achievement Award, conferred by the European Social Marketing Association, during the World Social Marketing Conference in Edinburgh.