



CATOLICA  
LISBON  
BUSINESS & ECONOMICS

Northwestern  
**Kellogg**  
School of Management

# ADVANCED MANAGEMENT PROGRAM

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2024

**AMP**

BRIDGING  
**EXPERIENCE**

The **Advanced Management Program** is a joint venture between CATÓLICA-LISBON (Católica Lisbon School of Business & Economics) - Universidade Católica Portuguesa, and Kellogg School of Management - Northwestern University. This program provides senior managers a unique opportunity to benefit from the experience of two schools deeply committed to Executive Education at the highest level of excellence, while being exposed to socio-economic environments, business values and economic perspectives from both sides of the Atlantic.

CATÓLICA-LISBON is the leading school in Executive Education in Portugal. It is also the fastest riser in the Financial Times ranking for Executive Education, currently sitting as the 24th best School in the world. Kellogg School of Management is one of the most reputed North American Business Schools, with an exceptional track-record in its Executive Programs. Together, the two schools designed an elite program targeted at top-level executives, with sessions in Lisbon and Chicago. This program provides a 360-degree view of the art and science of management, with emphasis on critical areas for executives at the very top of their organizations.

The previous twelve editions of the program were highly evaluated by their participants, who emphasized that the program combined exposure to new ideas and challenges, teaching excellence, and high-quality discussion in an atmosphere conducive to interaction and collaboration.

The thirteenth edition of the Program will take place in 2024: 6 - 10 May (Lisbon) and 26 - 31 May (Chicago). Participants come from the highest levels of management, including executive members of the Board. Participants are expected to contribute intensely to classroom debates and should be willing to enrich the quality of the discussion by sharing their experiences, approaches and perspectives.

## KEY BENEFITS



**DISCUSS** Managerial leadership and corporate governance



**REVIEW** Latest concepts and approaches in key areas of management



**UNDERSTAND** Current challenges in the economic and financial environments



**ANALYZE** Approach of leading companies to the management of technology, innovation, and corporate culture



**COMPARE** North American and European perspectives on business and management



**EXPERIENCE** Living an intense full-immersion week in a unique university campus overlooking Lake Michigan



Sérgio Rebelo

[PROGRAM DIRECTOR]

MUFG Bank Distinguished Professor of International Finance at the Kellogg School of Management, where he has served as Chair of the Finance Department. He has published widely in macroeconomics and international finance and has won numerous research and teaching awards, including Kellogg's Professor of the Year Award. He has served as a consultant to the World Bank, the International Monetary Fund, the Board of Governors of the Federal Reserve System, the European Central Bank, the McKinsey Global Institute, and the Global Markets Institute at Goldman Sachs. He received his Ph.D. in Economics from the University of Rochester. He was an undergraduate in Economics at CATÓLICA-LISBON, where he also served as Director of the Finance MBA program.



Céline Abecassis-Moedas

[PROGRAM DIRECTOR]

Dean for Executive Education, founder and Academic Director of the Center for Technological Innovation and Entrepreneurship, and Associate Professor (with aggregation) in Strategy and Innovation Management at CATÓLICA-LISBON. She holds a Ph.D. in Management Studies from Ecole Polytechnique, Paris, a Master in Scientific Methods of Management (DEA), from Dauphine University and a BA in Economics and Business Administration from Ecole Normale Supérieure and La Sorbonne, Paris. She was an International Faculty Fellow at MIT Sloan School of Management in 2011-12. Before joining Católica, Céline was an Assistant Professor at Queen Mary-University of London. She also worked in business development in a software company in New York and in management consulting at AT Kearney in London. She has published widely in the areas of strategy, innovation and design management. Céline is also non-executive director at CUF, Vista Alegre Atlantis and Lectra.



LISBON WEEK

MAY 2024 ADVANCED MANAGEMENT PROGRAM

	6 MONDAY	7 TUESDAY	8 WEDNESDAY	9 THURSDAY	10 FRIDAY
09:30	RECEPTION AND ICEBREAKING ACTIVITY	DESIGN FOR INNOVATION - Céline Abecassis-Moedas	DIGITAL TRANSFORMATION: LINKING VISION TO ACTION - Tawfik Jelassi	BIG DATA: STRATEGIC VALUE FOR BUSINESS - Miguel Godinho de Matos	VALUE CREATION FOR STRATEGIC COMPETITIVE ADVANTAGE - Dipak Jain
13:00	RESPONSIBLE BUSINESS - Nuno Moreira da Cruz	LEADERSHIP, COMMUNICATION AND DECISION MAKING - David Patient	DIGITAL TRANSFORMATION: LINKING VISION TO ACTION - Tawfik Jelassi	THE MID-LIFE RETHINK - Avivah Wittenberg-Cox	VALUE CREATION FOR STRATEGIC COMPETITIVE ADVANTAGE - Dipak Jain
14:30		KEYNOTE SPEAKER WITH AMP ALUMNI			
17:30	NETWORKING COCKTAIL / BOAT TOUR	COCKTAIL WITH AMP ALUMNI		DINNER WITH KEYNOTE SPEAKER IMPACT ENTREPRENEURSHIP - Filipe Santos	
18:00					
19:00					
21:00					





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**CHICAGO WEEK**

**MAY 2024** **ADVANCED MANAGEMENT PROGRAM**

	26 SUNDAY	27 MONDAY	28 TUESDAY	29 WEDNESDAY	30 THURSDAY	31 FRIDAY
8:30						
		INTRODUCTION MEGATRENDS IN THE WORLD ECONOMY – Sérgio Rebelo	MAKING CUSTOMERS HAPPY – Sérgio Rebelo		AVOIDING CAREER DERAILMENT – Carter Cast	FROM VALUES TO ACTION – Harry Kraemer
10:00		MOTIVATING TALENT – Sérgio Rebelo	CUSTOMER CENTRICITY – Gregory Carpenter	CRISIS MANAGEMENT – Timothy Feddersen	LEADERSHIP AND COMMUNICATION – Stephen Alltop	PROGRAM CONCLUDES
11:45						
13:00	PARTICIPANT CHECK IN	CHICAGO ARCHITECTURAL BOAT TOUR	FEWER BIGGER BOLDER: FROM MINDLESS EXPANSION TO FOCUSED GROWTH – Sanjay Khosla	CUSTOMER EXPERIENCE IN THE DIGITAL WORLD – Mohanbir Sawhney	LEADERSHIP DEVELOPMENT: WHAT'S YOUR STORY? – Craig Wortmann	
16:15						
18:00	WELCOME RECEPTION AND DINNER		NETWORKING DINNER WITH PORTUGUESE EXECUTIVES	WINE TASTING + SOCIAL TIME & DINNER	CELEBRATION DINNER	
21:00						

# FACULTY

## AVIVAH WITTENBERG-COX

Chief Executive of 20-first, she works with organisations interested in capturing the competitive advantages of the future of work, talent and demographic trends. Avivah was previously an Advanced Leadership Initiative Fellow at Harvard, researching and writing about the increasingly important issue of longevity, gender differences in ageing, and navigating later life transitions. She was given the Lifetime Achievement Award for Gender Balanced Leadership by PWN Global. She graduated from the University of Toronto in Computer Science and Comparative Literature and has an MBA from INSEAD.

## CÉLINE ABECASSIS-MOEDAS

Program Director

## DAVID PATIENT

Professor in the People & Organizations area at Vlerick Business School and Visiting Professor at CATÓLICA-LISBON. Degree in Law from the University College London, and MBA and PhD from the Sauder School of Business at the University of British Columbia. His research has been published in top academic journals, including Journal of Management, Organizational Behavior and Human Decision Processes, Strategic Management Journal, Organization Studies, and Journal of Organizational Behavior.

## DIPAK JAIN

The INSEAD Chaired Professor of Marketing, where he has served as Dean. Dean of Sasin Graduate Institute of Business Administration of Chulalongkorn University of Bangkok. PhD in Marketing, University of Texas, MS and BS in Mathematical Statistics, Gauhati University (India). Professor Dipak Jain was Dean of the Kellogg School from 2001-2009. He has published more than 60 articles in leading academic journals and has received many awards for his excellence in teaching and research. Board member and consultant of several international companies.

## FILIFE SANTOS

Filipe Santos serves as Dean of CATÓLICA-LISBON. He is the Fundação Amélia de Mello Professor and holds the Chair Girl Move Academy for Social Entrepreneurship. He is also Visiting Professor of Social Entrepreneurship at INSEAD where Professor Santos also led ICE - INSEAD Centre for Entrepreneurship from 2009 to 2013 and was founder and Academic Director of the INSEAD Social Entrepreneurship Initiative from 2007 to 2014. Professor Santos has a degree in Economics, a Masters in Management & Strategy and a Ph.D. in Management Science and Engineering from Stanford University, with a focus on Entrepreneurship.

## MIGUEL GODINHO DE MATOS

Ph.D. in Telecommunications Policy and Management and M.Sc. in Engineering and Public Policy from Carnegie Mellon University. Professor of Information Systems and Management at Católica Lisbon School of Business & Economics. He is also a visiting scholar at the Heinz College from Carnegie Mellon University. His research interests focus on the analysis of social networks and peer influence on consumer behavior and the impact of digitization on consumer search and choice. Miguel's work has been accepted for publication in top journals such as Management Science and Management Information Systems Quarterly.

## NUNO MOREIRA DA CRUZ

MBA from IE Business School (Madrid), Master Degree in European Studies from the College of Europe in Bruges (Belgium) and a Law Degree from Universidade Católica Portuguesa in Lisbon. He was Board member of BP Portugal and BP Spain. He returned to Portugal to join GALP (Oil&Gas market leader) as a Board Member. He was CEO of GALP Spain (2012 to 2017), Vice President of AOP (Spanish Oil Association) and Board Member of CLH (Compañía Logística de Hidrocarburos) and of CORES (Compañía de Reservas Estratégicas). Nuno teaches "International Business" and "Corporate Social Responsibility" in Master's Programs at Universidade Católica Portuguesa in Lisbon.

## TAWFIK JELASSI

Full Professor of Strategy and Technology Management at IMD. Previously he was Professor of e-Business & Information Technology and Dean of the School of International Management at the Ecole Nationale des Ponts et Chaussées (Paris). Jelassi was also Associate Professor and Head of the Technology Management Department at INSEAD, Fontainebleau. He holds a Ph.D. from New York University (USA) and graduate degrees from the University of Paris-Dauphine (France). Prof. Jelassi's research focuses on ICT-based business innovation, the strategic use of information technology and e-business.

## CARTER CAST

Clinical Associate Professor of Innovation & Entrepreneurship at Kellogg School of Management, where he has received the Impact Award from his students in 2012 and 2014. He graduated from Stanford University in 1985 and the J.L. Kellogg Graduate School of Management in 1992. Professor Carter has served as Vice President of Product Marketing and Marketing Communications at Electronic Arts, launching products like SimCity 3000 and The Sims. He was also at Walmart.com CEO. He is now venture partner at the Pritzker Group Venture Capital.

## CRAIG WORTMANN

Clinical Professor of Innovation & Entrepreneurship in the Kellogg Innovation and Entrepreneurship Initiative (KIEI) and Founder and Executive Director of the Kellogg Sales Institute. He was Clinical Professor of Entrepreneurship at the University of Chicago's Booth School of Business. MBA in Marketing and Finance from Kellogg. He has been a sales person and entrepreneur for more than 20 years. He is a Senior Advisor to Pritzker Group Venture Capital and the Driehaus Private Equity Group.

## GREGORY CARPENTER

James Farley/Booz Allen Hamilton Professor of Marketing Strategy and Director of the Center for Market Leadership at Kellogg School of Management. He is also Faculty Director of the Kellogg Markets and Customers Initiative (KMCI). Recognized by BusinessWeek as one of a small group of outstanding faculty in its Guide to the Best Business School, he was voted Outstanding Professor of the Year Award by the Kellogg Managers' Program, and received the Sidney J. Levy Teaching Award.

## HARRY KRAEMER

Clinical Professor of Management and Strategy at Kellogg School of Management. He is an executive partner with Madison Dearborn, a private equity firm based in Chicago and also a former chairman and chief executive officer of Baxter International Inc. Before joining Baxter, Professor Kraemer worked for Bank of America in corporate banking and for Northwest Industries in planning and business development. He serves on the board of directors of Science Applications International Corporation and Sirona Dental Systems GmbH, and on the Board of Trustees of Lawrence University, Northwestern University.

## MOHANBIR SAWHNEY

Prof. Sawhney is a globally recognized scholar, teacher, consultant and speaker in business innovation, modern marketing and Artificial Intelligence applications in business.

Prof. Sawhney holds a Ph.D. in Marketing from the Wharton School of the University of Pennsylvania; an MBA from the Indian Institute of Management, Calcutta; and a B.Tech. in Electrical Engineering from the Indian Institute of Technology, New Delhi. Prof. Sawhney advises and speaks to Global 2000 firms and governments worldwide. His speaking and consulting clients include, for example, Accenture, and Google. He serves on the Board of Directors at Reliance Jio Infocomm and Dhani Services Ltd.

## SANJAY KHOSLA

Senior Fellow at Kellogg Markets and Customers Initiative (KMCI), Northwestern University, and Senior Advisor at Boston Consulting Group. Professor Khosla was President, Developing Markets of Kraft Foods (now Mondelez International) from Jan 2007 to March 2013. Before joining Kraft Foods he was Chairman of the Global Category Board for Unilever Beverages. Professor Khosla is also on the board of Zoetis Inc. (formerly Pfizer Animal Health) and NIIT Ltd. Previously he was on the board of Hindustan Unilever, Best Buy Inc., Big Heart Pet Brands (formerly Del Monte) and Lipton/Pepsi joint venture.

## SÉRGIO REBELO

Program Director

## STEPHEN ALLTOP

A conductor, harpsichordist, and organist, Stephen Alltop is director of music for Alice Millar Chapel, conductor of the Baroque Music Ensemble, and an instructor in conducting, harpsichord, and oratorio.. He also serves as music director for the Apollo Chorus of Chicago, the Green Lake Choral Institute, and the Elmhurst Symphony Orchestra. In demand as a speaker about music, Dr. Alltop lectures frequently for the Chicago Symphony Orchestra, the Northwestern University Alumnae Continuing Education Series, and other musical organizations.

## TIMOTHY FEDDERSEN

Professor at the Kellogg School of Management. He is Wendell Hobbs Professor of Managerial Politics. Professor Feddersen's research centers on the manner in which elections aggregate dispersed information, the linkage between information and participation in elections, modeling ethically motivated agents in games, bargaining in legislatures, and the informal role of activists in the economy. He also teaches Leadership and Strategic Crisis Management, Values-Based Leadership and Strategy in the Nonmarket Environment.

# TESTIMONIALS

## **BERNARDO FERRÃO** SIC NOTÍCIAS > DEPUTY DIRETOR

AMP is an evolving experience that allows us to open our minds and get out of our comfort zone. CATÓLICA-LISBON and Kellogg made it memorable: top level participants, excellent network environment, 5-star organization and exceptional keynote speakers. I definitely recommend.



## **CECÍLIA MEIRELES** SOC. ADVOGADOS CEREJEIRA NAMORA, MARINHO FALCÃO > ASSOCIADA SÉNIOR DIRECTOR

The AMP program was really an unforgettable experience. It is carefully designed and focused, dealing with change and challenges. The group of participants was excellent, and we became true friends. The experience goes beyond updating knowledge and skills, it opens the mind to new trends and realities.

## **JOSÉ LUIS ARNAUT** CMS RUI PENA & ARNAUT > MANAGING PARTNER

The academic environment both in Católica in Lisbon and Kellogg in Chicago help us focus on deepening reflections. The networking opportunities with attendees, professors and alumni make the experience even more enriching.



## **LUIS MEXIA ALVES** DISCOVERY HOTEL MANAGEMENT > CEO

AMP at CATÓLICA-LISBON and Kellogg is a transformative experience. Exceptional participants, flawless organization, and inspiring speakers make it truly memorable. Highly recommended for personal and professional growth.

## **MICAELA PIRES CABRAL** RAVASQUEIRA - CFO > ADMINISTRADORA EXECUTIVA

What a great experience! AMP is an intense and enriching program: for the topics addressed – current, innovative, and relevant; and, for the multicultural perspectives it provides, combining two schools, Católica and Kellogg, through top-level professors.





**PATRÍCIA AFONSO FONSECA** [NOVOBANCO > LEGAL DEPARTMENT](#)

AMP was a fantastic experience and I strongly recommend it! The program is structured in a way that allows a holistic approach to any business and to develop a set of skills in a natural manner with top class professionals. It was a unique opportunity to “leave the suits behind” and to allow yourself a professional and personal experience that will contribute for the change in your organization.



**PAULA JORDÃO** [SONAE MC > HEAD OF COMMERCIAL DEPARTMENT](#)

The AMP program isn't just an educational journey – it's a personal evolution. The mix of exceptional participants, a thriving network, a structured learning experience, and thought-provoking keynote speakers made it a high-value experience.

**PEDRO TAVARES** [ONSTRATEGY > FOUNDER & MANAGING PARTNER](#)

Participating in the AMP was definitely a decision that brought me enormous added value by allowing me to stop, rethink, refresh and acquire new knowledge and even find solutions to disturbing questions that allowed me to empower new businesses. And, always beneficial, broadening the network of contacts and building new trusting relationships with excellent people and professionals.



**ROGÉRIO CANHOTO** [PHC > CHIEF BUSINESS OFFICER](#)

Participating in the AMP Program was a truly formative experience. It is undoubtedly a milestone both from a professional and personal perspective, not only for the academic atmosphere that has developed but also for the excellent relationship with top professionals who were part of this edition and with whom strong relationships remain. This program is a fundamental part of the competitiveness of the modern manager.

**SOFIA BARBOSA** [OUTSYSTEMS > VICE PRESIDENT CUSTOMER OPERATIONS](#)

Attending the AMP was a complete enriching experience for me. Having the opportunity to meet amazing professors that have a strong academic but also corporate background has inspired me in some many ways. Católica does an amazing job on the organization and setup of the AMP and the group spirit that is created during this program is one of the most valuable assets. Strongly recommend!



## GENERAL INFORMATION

### DATES 2024:

1<sup>st</sup> week      Lisbon: May 6 - 10  
2<sup>nd</sup> week      Chicago: May 26 - 31

### VENUE:

#### LISBON

Católica Lisbon School of Business & Economics

#### CHICAGO

James L. Allen Center, Kellogg School of Management

### LIMITED NUMBER OF PARTICIPANTS:

Participation is limited to ensure ample opportunities for discussion.

### APPLICATION DEADLINE:

April 21<sup>st</sup>. Late applications will be subjected to availability of places.

### FEES:

13.450€ (including lodging and all meals at Kellogg; travel not included)

## FOR QUESTIONS AND APPLICATION, PLEASE CONTACT

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