



CATÓLICA
LISBON
BUSINESS & ECONOMICS
EXECUTIVES

20-FIRST

LONGEVITY LEADERSHIP

NAVIGATING 60-YEAR CAREERS, 5-GENERATION
WORKFORCES AND AGEING CONSUMERS

5 Days

In English

In Lisbon

4750€

**Embrace the
Era of Longevity:
Transforming Life,
Work, and Leadership
for the Future.**

*What It Means for You.
What it Means for Your Business.*

A massive demographic shift is changing the world. In the new era of longevity, consumers are ageing fast, companies are managing 5-generation workforces, and careers are stretching towards 6-decade marathons.

Leaders will want the skills to design longevity strategies that address entirely new needs and expectations – at every age and stage.

This one-week program aims at sharpening awareness of the multiple impacts of longevity - on careers, companies, countries – and you.

It takes place in Lisbon, a vibrant European city attracting multiple generations and nationalities, from young digital nomads to global retirees developing new projects.

Guaranteed to get you longevity-ready!



CATÓLICA-LISBON is ranked among Europe's Top Business Schools.
Consistently ranked as Best Business School in Portugal. Triple Crown Accredited.

STEP AHEAD
IN YOUR CAREER.
MAKE A DIFFERENCE.

LONGEVITY LEADERSHIP

NAVIGATING 60-YEAR CAREERS, 5-GENERATION
WORKFORCES AND AGEING CONSUMERS

JUNE 17th - 21st 2024

BUILD Your Longevity Literacy - and Strategy

UNDERSTAND the Impact of Demographic Shifts
on Countries, Companies & Careers

LEARN What It Means for *Your Own Life & Career*

And **PLAN** What It Means for Your Company,
Customers & Talent

Time for You, Time for
Lisbon

Self-reflection time

Peer group exchange

Strategic wellness

Lisbon, Longevity City



AVIVAH WITTENBERG-COX | Program Director

Avivah is a thought leader specializing in gender and generational balance. She advises on leadership, the future of work, the longevity economy and the consequences of 60-year careers. A regular contributor to Forbes and the Harvard Business Review, a 3x TED speaker, she hosts the longevity-focused podcast 4-Quarter Lives and publishes the substack Elderberries. She's an Ambassador for the Stanford Center on Longevity and the UK National Innovation Centre on Ageing.



CÉLINE ABECASSIS MOEDAS | Program Director

Céline is Dean for Executive Education and Associate Professor in Strategy and Innovation Management at CATÓLICA-LISBON. She holds a PhD in Management from École Polytechnique, Paris. She is the director the Advanced Management Program in collaboration with Kellogg School of Management. She was an International Faculty Fellow at MIT Sloan School of Management. She is non-executive director at CUF, Vista Alegre Atlantis and Lectra.

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Submit
Application



2

Application & CV
Evaluation



3

Enrolment for
Admitted Applications



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Program starts on
JUNE 17th 2024



**MORE INFO
ON OUR PROGRAM**



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ON OUR PORTFOLIO

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