



**CATOLICA**  
**LISBON** SCHOOL OF  
BUSINESS &  
ECONOMICS  
**Executive Education**

[SPARK]

# **COMPETITIVENESS & INNOVATION IN ENERGY TRANSITION**

EMPOWERING LEADERS TO TURN  
THE ENERGY TRANSITION INTO  
COMPETITIVE ADVANTAGE

Industry Focus

**Achieve  
greatness**



[SPARK]

# COMPETITIVENESS & INNOVATION IN ENERGY TRANSITION

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**Achieve  
greatness**

### **26<sup>th</sup> Best Worldwide**

Open Programs

### **↑ 11 Rise Worldwide**

Open Programs

### **24<sup>th</sup> Best Worldwide**

Custom Programs for International  
Clients

### **#1 in Portugal**

Open Programs for Faculty,  
Teaching Methods and Materials,  
and Course Design

Recognized by the Financial Times as one of the  
world's best schools for executive education.



Accredited by the three leading global institutions  
in the evaluation of business schools.



In a world where **energy, critical materials**, and geopolitics are being redrawn in real time, **SPARK | CIENERGY** equips senior leaders to turn disruption into strategic advantage. From the Strait of Hormuz to the intensifying US-China-EU contest for **supply chains, capital, and technological leadership**, the program offers a rigorous, high-impact lens on the decisions that will define **competitiveness, resilience, and growth** in the decades ahead.

**Francisco Barreiros**  
PROGRAM DIRECTOR

For financial and legal leaders,  
**SPARK | CIENERGY provides**  
**the strategic lens behind the**  
**energy transition.**



## I Introduction

The global transition in energy and critical materials is reshaping industries, economies, and political agendas, forcing organizations to navigate high-stakes decisions, trade-offs, geopolitical tensions, and critical raw-material dependencies.

A high-impact executive journey for leaders seeking to turn the new energy order into strategic advantage. This program targets firms whose value chains are highly exposed to energy prices, transition dynamics, and critical material dependencies.

Built for C-level executives, policymakers, and strategic decision-makers, it combines market insight, policy intelligence, and business model innovation to help participants lead with clarity in an era where security, sustainability, and sovereignty are inseparable.

**Guided by Expert-Led Faculty**, professionals shaping strategic responses to the challenges and opportunities at the intersection of the energy and critical materials transition, innovation, and business strategy - including global value chain transformation.



# What makes this program transformational

SPARK gives participants a complete strategic view of the new energy order, combining competitiveness, innovation, AI, and policy insight to turn complexity into competitive advantage.

*In a context of energy disruption and geopolitical tension, **SPARK / CIENERGY empowers leaders to transform uncertainty into strategic advantage.***



THE PROGRAM CUTS THROUGH THE NEW ENERGY ORDER TO DEFINE **THREE STRATEGIC IMPERATIVES:**



1.

## **Energy Transition Fundamentals & Systems Integration**

Understanding of global energy systems, storage technologies, and decarbonization pathways.



2.

## **Strategic Resources, Policy & Business Model Innovation**

Apply strategic and economic frameworks to navigate critical material dependencies, manage risk, and develop resilient global value chains.



3.

## **Applied Energy Solutions & Stakeholder Collaboration**

Evaluate complex real-world cases through collaborative problem-solving with peers and industry experts, diagnosing challenges and designing integrated strategies.

It prepares leaders to turn energy transition challenges into strategic and commercial advantage.

*For consultants shaping energy and industrial strategy, **SPARK / CIENERGY deepens the lens on competitiveness and risk.***



# Program Structure

## MODULE I

### GLOBAL ENERGY & CRITICAL MATERIALS LANDSCAPE

- Competitiveness & Energy Systems
- Oil & Gas in Transition
- Electricity & Power Systems
  - Transforming the Power Mix
- Resourcing the Energy Transition
  - Critical Materials & Circularity

## MODULE II

### UNLOCKING BUSINESS OPPORTUNITIES IN THE ENERGY & MATERIALS TRANSITION

- AI as Venture Catalyst
- Competing Smarter with Adaptive Business Models & Applied AI
- Group Assignment Pitch 1 (Value Proposition + Customer Segments + Key Activities)
- Transforming the Firm: Advanced Business Models, Go-To-Market, and Hyperscaling

## MODULE III

### STRATEGIC APPROACHES TO ENERGY & MATERIALS TRANSITION CHALLENGES

- Competitively Decarbonizing End-User Sectors: Mobility
- Competitively Decarbonizing End-User Sectors: Hard-to-Abate Industries
- Competitively Decarbonizing End-User Sectors: Consumer & Agro-Industrial Sectors
- Competitively Decarbonizing End-User Sectors: Circular Business Models – Fashion & Packaging
- Competitively Decarbonizing End-User Sectors: Energy, Water, and Waste Services as Enablers of Ecological Transformation
- Competitively Decarbonizing End-User Sectors: Hospitality & Tourism: From Construction to Hotel Operations

## MODULE IV

### MARKETS, COMPETITIVENESS & POWER POLITICS

- Non-Market Strategies and Competitiveness
- Regulation & Policy Frameworks as Innovation Drivers

## MODULE V

### GRAND STRATEGY IN A WORLD OF GEOPOLITICS, FINANCE & POWER

- Grand Strategies and Geopolitical Dynamics
- Finance, Project Finance, Investment Decision, ESG Impact
- Just Energy Transition
- Boardroom Box Match: Power Politics

## MODULE VI

### FROM VISION TO IMPACT: CAPSTONE, LEADERSHIP AND FUTURE PATHWAYS

- Group Assignment Capstone Final Pitch
- Innovation at Every Scale: Transformational Leadership Roadmap
- Fireside CEO Chat and Graduation Networking Ceremony

*Where energy transition,  
supply security, and  
geopolitics now intersect,  
**SPARK | CIENERGY turns**  
**structural change into**  
**strategic insight.***



## Who it is for

Senior executives and decision-makers who lead or influence strategy in contexts shaped by global transitions in energy, critical materials, and sustainability; Ideal for leaders facing economic, technological, environmental, and political challenges.

**Profiles:** C-level executives, board members, directors, senior managers, policy-makers, and advisors in public or private organizations; leaders of business units, strategy, operations, sustainability, or transformation portfolios.

The program is open to:



**Background:** Management, economics, engineering, law, public policy, or environmental sciences.

**Focus:** Professionals who design strategic responses to the energy and materials transition, with experience in high-impact decision-making and a collaborative and sustainable vision.

## Program Director



**Francisco Barreiros**

With over 20 years of executive leadership across the Energy, Mobility, and Technology sectors, Francisco specialises in strategic transformation, operational excellence, and sustainability-driven innovation. His work focuses on addressing complex systemic challenges through interdisciplinary collaboration, stakeholder alignment, and data-driven decision-making, consistently delivering measurable impact in operational efficiency, cost optimisation, technological integration, and long-term sustainable value creation.

He has founded initiatives that promote sustainability in the wine and hospitality sectors. He has completed executive programs at MIT, INSEAD, Católica-Lisbon SBE, and EIT, and holds an Executive Master's in Sustainable Energy Systems (MIT Portugal), a Master's from the London School of Economics, and a Bachelor's in Economics from Católica-Lisbon SBE. He is currently pursuing a Dual Ph.D. in Integral Ecology at the Universidade Católica Portuguesa and Circular Economy - focusing on Circular Business Models - at the University of Trieste (UniTS). His research examines how multinational enterprises can develop integral development routines to navigate persistent tensions across performance dimensions for competitive advantage.

# Faculty



**FRANCISCO  
BARREIROS**

EXECUTIVE  
PROGRAM DIRECTOR



**ANTÓNIO BALDAQUE  
DA SILVA**

FACULTY  
CATÓLICA-LISBON SBE



**CLÁUDIA ANTUNES  
MARANTE**

FULL-TIME LECTURER &  
RESEARCHER (DIGITAL  
+ SUSTAINABLE  
INNOVATION LAB),  
CATÓLICA-LISBON SBE



**FRANCISCO MENDES  
PALMA**

TRANSFORM4EUROPE



**MARIA ESTARREJA**

DIRECTOR OF GLOBAL  
MARKETING &  
PARTNERSHIPS; RETAIL  
INNOVATION LAB DIRECTOR,  
LUSÍADAS SAÚDE



**MIGUEL MONJARDINO**

FOREIGN AFFAIRS  
COLUMNIST AND  
PROFESSOR OF  
GEOPOLITICS, UCP-IEP



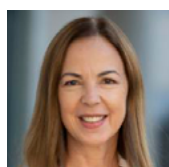
**PETER RAJSINGH**

ASSISTANT PROFESSOR  
(ADJUNCT),  
CATÓLICA-LISBON SBE



**RENÉ BOHNSACK**

FULL PROFESSOR OF  
STRATEGY AND INNOVATION;  
CO-FOUNDER OF ZERO TO 100



**SÍLVIA TAVEIRA DE  
ALMEIDA**

FACULTY  
CATÓLICA-LISBON



**VERA HERÉDIA  
COLAÇO**

FACULTY  
CATÓLICA-LISBON

*As cities and industries  
decarbonise, **SPARK | CIENERGY**  
helps service providers lead  
the transformation.*



*From supply-chain fragility to strategic  
reinvention, **SPARK | CIENERGY** gives  
leaders the tools to navigate disruption  
and capture opportunity.*



*In manufacturing and materials-  
intensive sectors, **SPARK |**  
**CIENERGY** turns resource  
pressure into strategic foresight.*



# Guest Speakers



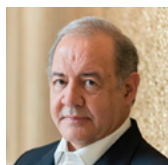
**ÂNGELO RAMALHO**

CHAIRMAN, TSMARTS  
/ CAP CAPITAL



**ANTÓNIO CARMONA  
RODRIGUES**

CHAIRMAN OF THE  
BOARD OF DIRECTORS,  
ÁGUAS DE PORTUGAL



**ANTÓNIO COSTA  
SILVA**

FORMER MINISTER OF THE  
ECONOMY AND MARITIME  
AFFAIRS; FORMER CHAIRMAN  
OF PARTEX



**ANTÓNIO MEXIA**

FORMER CEO OF EDP AND  
FORMER MINISTER OF PUBLIC  
WORKS, TRANSPORT AND  
COMMUNICATIONS



**ANTÓNIO VIDIGAL**

FORMER CEO, EDP  
INNOVATION; ENERGY  
AND ITC ADVISOR AND  
SPEAKER



**ASSUNÇÃO CRISTAS**

OF COUNSEL, VIEIRA  
DE ALMEIDA; FORMER  
MINISTER OF AGRICULTURE  
AND THE SEA



**CARLOS MOEDAS**

MAYOR,  
LISBON CITY COUNCIL



**DAVID LOPES**

COO, BONDALTI



**FILIPPE DE BOTTON**

EXECUTIVE CHAIRMAN,  
LOGOPLASTE



**FILIPPE SERZEDELO  
DE ALMEIDA**

BOARD MEMBER,  
EGEO SGPS



**JOÃO CASTELLO  
BRANCO**

INDEPENDENT DIRECTOR,  
CORTICEIRA AMORIM;  
CHAIRMAN OF THE BOARD OF  
BANCO CTT



**JOÃO DIOGO MARQUES  
DA SILVA**

CO-CEO, GALP



**JOÃO SCHMIDT**

CHIEF BUSINESS  
DEVELOPMENT OFFICER,  
NAXXAR ENERGY EUROPE



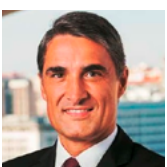
**JOSÉ ROQUE**

ENERGY & INDUSTRIALS  
SEGMENT LEAD |  
PARTNER, EY



**MIGUEL FONSECA**

CEO MOBILITY &  
ENERGY TRANSITION,  
SALVADOR CAETANO



**NUNO SANTOS**

EXECUTIVE BOARD  
MEMBER, THE NAVIGATOR  
COMPANY



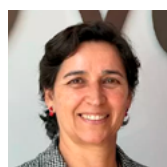
**PAULA ABREU  
MARQUES**

DEPUTY DIRECTOR AND  
HEAD OF UNIT, EUROPEAN  
COMMISSION - DG ENERGY



**RHETT WEISS**

CHIEF DEVELOPMENT  
OFFICER, EXUS DIGITAL



**SANDRA SILVA**

CEO,  
VEOLIA PORTUGAL



**TERESA ABECASIS**

SENIOR VICE-PRESIDENT  
OF ENTERPRISE  
STRATEGY, CRH



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# COMPETITIVENESS & INNOVATION IN ENERGY TRANSITION

## Useful Information

**APPLY HERE** 

|            |                                                        |
|------------|--------------------------------------------------------|
| START DATE | <b>October 6th, 2026</b>                               |
| DURATION   | 36 hours   24 sessions                                 |
| FORMAT     | In-person                                              |
| LANGUAGE   | English                                                |
| SCHEDULE   | Tuesdays and Thursdays,<br>from 5:30 p.m. to 9:00 p.m. |
| PRICE      | EUR 2.550                                              |

Included: an admission fee of 250 euros, participation in all program sessions and activities, as well as all course materials, including books, manuals, and other supporting documents; coffee breaks; a parking space at the Universidade Católica Portuguesa; and dinner at the closing session and certificate ceremony.

Alumni of Universidade Católica Portuguesa are eligible for a 10% discount on the program price.

## APPLICATION PROCESS



1  
FILL OUT THE  
APPLICATION  
FORM



2  
REVIEW OF THE  
APPLICATION AND  
RESUME BY THE  
PROGRAM MANAGEMENT



3  
WE ANNOUNCE  
THE DECISION



4  
FILL OUT THE  
REGISTRATION  
FORM



5  
ONBOARDING

## Financial Conditions

Católica-Lisbon SBE signed a cooperation protocol with Caixa Geral de Depósitos which provides special enrollment conditions for Executive Education participants. If you are interested, please check the funding conditions offered by this banking institution.



CONSULT  
FINANCING  
TERMS



## A Diploma

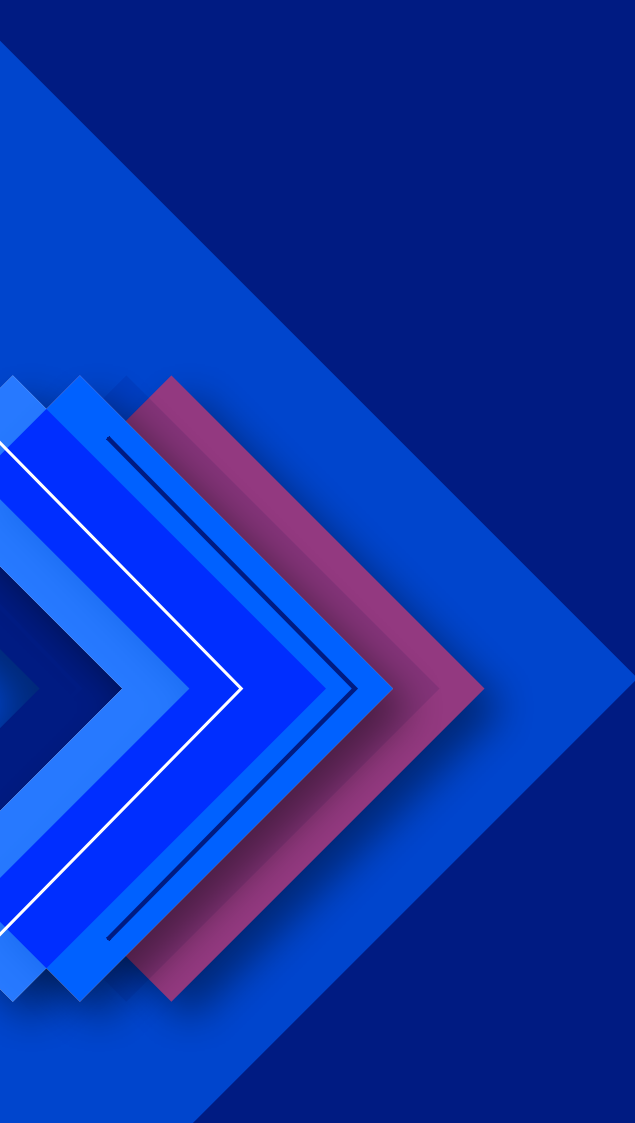
Upon completing a program at Católica-Lisbon SBE | Executive Education, you will receive a diploma recognized by the market as evidence of credible and rigorous training, which will help you advance your career and provide you with tools to improve your company's productivity.



## Alumni Community

You will also become part of a community of more than 50.000 alumni spread across more than 50 countries, working in a wide range of fields, with access to exclusive resources and benefits.

- 1. More than 50,000 successful professionals**  
in over 50 countries
- 2. Training benefits**  
Exclusive discounts for alumni
- 3. Access to exclusive events**  
Conferences, masterclasses, and limited-access webinars
- 4. Dedicated content**  
Newsletters featuring relevant articles, insights, and trends



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**PROGRAM MANAGER**

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The Católica Lisbon School of Business and Economics is accredited by the three leading international business school accreditation bodies, ranking among the select group of the top **1% of business schools worldwide** (*Triple Crown*).

TRIPLE CROWN ACCREDITED

