

Welcome ;)



Jorge Jorge is the Marketing & Communication Director of the São João Hospital Center, the largest hospital and company, which exists in the North of Portugal.

Jorge is one of the responsables for the development and the implementation of the Marketing & Communication Global Strategy, Administration Consultancy & Annual Planning.

He is also:

- The head of the Marketing & Communication Department
- Responsible for the São João Hospital Center process of Brand Development
- Developer of the Brand Strategy and Statistics Systems
- Advisor of the Hospital Center in the subject of new Businesses
- Media and Advertising Strategy Definition / Position
- Responsible for the Management of a Team of five people, in charge of all of the Hospital Center's Communication and Marketing work
- General Director of the project "A place for Little John" (for further details visit www.joaozinho.pt, the site's only available in Portuguese).
- Manager of the new São João Integrated Pediatric Hospital, in charge of the Innovative & Creative concept.

Holder of an MBA in Management, issued by the EGE Business School of Oporto/ESADE Barcelona and by the PUC of São Paulo.

Also, he has an Executive Master in Marketing and a degree in Communication Design.

Teacher of the subject "Crisis Communication" in the Post Graduation Course of Marketing and Communication, promoted by the Portucalense University.

He's also a Brand Lover, a BodyBoarder and a Photography passionate that travels around trying to capture the beauty of places.



What I believe:

Creativity is one of the most powerful tools for communicating Brand & Business wealth.

It's the bond that connects logic & reason with instinct & imagination.

Good creativity expresses the essence of a brand in ways that speak directly to the emotions.

It's the art of an idea surrounded by an emotional story.

Thing big act simple.

Creativity communicates the intangible benefits through tone, style, colour and attitude.

It gives identity, stimulates the senses and enriches the life experience.

Make it simple, make it powerful, make it smart, make it remarkable, make it beautiful.

This is the world of brands.

Welcome to my world.

See more @
www.jorgejorge.com
www.linkedin.com
www.facebook.com

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