

# Pedro Almeida Leitão

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## ACADEMIC BACKGROUND

### PhD in History

- **Institution:** University of Porto, Faculty of Arts and Humanities
- **Project:** "Trademarks in Portugal (1883-1933)", funded by a FCT doctoral grant (SFRH/BD/146843/2019)
- **Period:** 2019 – 2024

### Postgraduate degree in Marketing

- **Institution:** ISCTE – University Institute of Lisbon
- **Period:** 2015 – 2016

### Master in Contemporary History

- **Institution:** University of Porto, Faculty of Arts and Humanities
- **Period:** 2011 – 2013

### BA in Economics

- **Institution:** University of Porto, Faculty of Economics
- **Period:** 2006 – 2010

## RESEARCH PROJECTS

### Made in Portugal: Brands and Appellations of Origin, between the local and the global

- **Role:** PhD Researcher (SFRH/BD/146843/2019)
- **Period:** 01/2021 – 12/2023
- **Funding:** PTDC/HAR-HIS/0734/2021

## PUBLICATIONS

### Journal articles

1. Leitão, Pedro Almeida. "Empreza do Bolhão: graphic arts and advertising in the 1920s and 1930s." *Mediapolis* [forthcoming].

2. Leitão, Pedro Almeida. "Branding Port: crisis, transformation and the advent of modern brands in the Port wine sector (1945-1975)." *RIVAR* 6 (17), 2019: 45-61.

### **Book Chapters**

1. Leitão, Pedro Almeida. "A Pioneer of Modernity: Raul de Caldevilla and the Advertising Business in Portugal." In *Marcas e Denominações de Origem: História e Identidade*, Gaspar Martins Pereira & Carla Sequeira (eds.), 283-296. CITCEM, 2023.
2. Leitão, Pedro Almeida. "Advertising and the development of the mass press in Portugal: The cases of 'Diário de Notícias', 'O Século', and 'O Primeiro de Janeiro'." In *Para uma História do Jornalismo em Portugal*, Carla Baptista and João Pedro Sousa (eds.), 43-66. ICNOVA, 2020.

### **Books**

1. Torres, Eduardo Cintra & Leitão, Pedro Almeida. *Caldevilla: The creator of modern advertising in Portugal*, 2 vols. [forthcoming].
2. VV. AA. *Cockburn's: The First Two Hundred Years, 1815-2015*. V. N. de Gaia, Portugal: Symington Family Estates, 2015.

### **Theses**

1. Leitão, Pedro Almeida. "Trademarks in Portugal (1883-1933)." PhD Thesis, Faculty of Arts, University of Porto, 2024.
2. Leitão, Pedro Almeida. "'Please call me Co'burn': A Cockburn Smithes and the 'Special Reserve' brand in the British port wine market (1962-1976)." Master's Dissertation, Faculty of Arts and Humanities, University of Porto, 2013.

### **Others**

1. VV. AA. *Best Practices in Social Media 2016*. Marketing FutureCast Lab (ISCTE-IUL), 2016.

## **COORDINATION OF PUBLICATIONS**

1. **"The Affirmation of Advertising as a Cultural Industry," with Eduardo Cintra Torres**
  - Special Issue of *Mediapolis – Journal of Communication, Journalism and Public Space*. University of Coimbra, 2025.

## **EVENT ORGANIZATION**

1. **"Advertising and Cinema: from Caldevilla to the Cinema Novo," with Eduardo Cintra Torres and Hugo Barreira**
  - **Type:** Exhibition and film program
  - **Role:** Co-organizer
  - **Date:** 16/09/2023 – 11/11/2023
  - **Institution:** Batalha Centro de Cinema
2. **"Empreza do Bolhão – 100 years of History(ies)"**

- **Type:** Exhibition
  - **Role:** Consultant
  - **Date:** 01/04/2022 – 31/03/2023
  - **Institution:** Maia Municipality / Museum of History and Ethnology of the Land of Maia
3. **International Congress "Brands and Appellations of Origin: History and Identity"**
    - **Type:** Scientific meeting
    - **Role:** Member of the Organizing Committee
    - **Date:** 13/05/2021 – 14/05/2021
    - **Institution:** University of Porto, CITCEM
  4. **CITCEM research workshop (OIC) "Atlantic Connections: trade relations and cultural exchanges in the 18th and 19th Centuries"**
    - **Type:** Seminar
    - **Role:** Session Organizer
    - **Date:** 30/04/2021
    - **Institution:** University of Porto, CITCEM

#### CONFERENCES AND PRESENTATIONS

1. **"Grand challenges in the Port wine sector. The resurgence of family-owned brands," with Carla Sequeira**
  - **Event:** School for Business and Society / SBS/CEGBI Summer Conference, University of York, United Kingdom.
  - **Date:** 09/09/2024.
2. **"The Portuguese Trademark Registration System, 1883-1933"**
  - **Event:** 48th Economic and Business History Society Conference, Porto, Portugal.
  - **Date:** 25/05/2023 – 27/05/2023
3. **"The challenges of researching the History of Advertising in Portugal from scratch," with Eduardo Cintra Torres**
  - **Event:** 9th Methodologies in Communication Research International Conference, Universidad Complutense de Madrid, Spain.
  - **Date:** 15/11/2022 – 17/11/2022
4. **"The accounts and business of 'O Século'. Economic and financial evolution of the 'largest circulation newspaper in Portugal'"**
  - **Event:** 2<sup>nd</sup> International Conference on the History of Journalism in Portugal, NOVA University of Lisbon.
  - **Date:** 15/10/2021 – 16/10/2021

5. **"Advertising, sexuality, electricity. The Marketing of products for male sexual dysfunction in the early 20th century"**
  - **Event:** 40th Conference of the Portuguese Association of Economic and Social History (APHES). Online.
  - **Date:** 09/07/2021 – 10/07/2021
6. **" Advertising and the development of the mass press in Portugal: The cases of 'Diário de Notícias', 'O Século', and 'O Primeiro de Janeiro'."**
  - **Event:** International Conference on the History of Journalism in Portugal, NOVA University of Lisbon.
  - **Date:** 03/10/2019 – 04/10/2019

#### **PARTICIPATION IN OTHER ACADEMIC MEETINGS**

1. **"Knowing how to sell: the first steps of marketing in Portugal"**
  - **Event:** CITCEM research workshop (OIC): "Made in Portugal: wines, preserves and textiles. Advertising and brands". FLUP, University of Porto.
  - **Date:** 05/05/2023
2. **"The role of local authorities in the preservation and valorization of historical archives," with Eduardo Cintra Torres.**
  - **Event:** Study session promoted by the Association of Studies in Regional and Local Law (AEDREL)
  - **Date:** 21/06/2021
3. **"The quality of wine in the relations between the Douro, Porto, and London. The case of Cockburn's in the 19th Century"**
  - **Event:** CITCEM research workshop (OIC): " Atlantic Connections: trade relations and cultural exchanges in the 18th and 19th Centuries." FLUP, University of Porto.
  - **Date:** 30/04/2021
4. **"50 years of trademarks in Portugal (1883-1933): a general analysis"**
  - **Event:** CITCEM research workshop (OIC): "Made in Portugal: Brands and Appellations of Origin between the local and the global". FLUP, University of Porto.
  - **Date:** 04/03/2021
5. **"Brands, agents, and the media: Trademarks and the advertising market in Portugal in the first third of the 20th century"**
  - **Event:** CITCEM research workshop (OIC): "Brands and Appellations of Origin II". FLUP, University of Porto.
  - **Date:** 17/05/2019

**6. "Between *garçonnes* and 'fadas do lar'. Representations of women in 1920s advertising – the case of the magazine 'ABC'"**

- **Event:** Workshop "Women in Discourse" of the seminar "E contudo, Elas Movem-se". FLUP, University of Porto.
- **Date:** 15/10/2019

**OTHER RELEVANT CONTRIBUTIONS**

**1. Incorporation of the personal archive of Raul de Caldevilla into the Municipal Historical Archive of Porto – Casa do Infante**

- Identification of the archive and collaboration with the local authorities in the donation process from its owners to the municipal archive. Work developed with archive staff in organizing and describing the documents.

**AWARDS AND DISTINCTIONS**

**1. Student of the Year – 1<sup>st</sup> year of the Master in Marketing**

- **Institution:** ISCTE – University Institute of Lisbon
- **Year:** 2016

**2. Merit Scholarship – Master in Contemporary History**

- **Institution:** University of Porto
- **Years:** 2011/2012 and 2012/2013

**NON-ACADEMIC PROFESSIONAL EXPERIENCE**

2017-2019: Philip Morris International (marketing and sales) | Sintra and Porto

2015: Estrategor – Management Consultants (project consulting) | Porto

2014: Symington Family Estates (marketing and research) | Porto

2012-2013: A Vindimeira (management and sales) | Porto

2011: Quinta do Vallado (sales) | Hong Kong, China