



JOAQUIM CANNAS

I. General Director,
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PROFESSIONAL BIOGRAPHY

Educational background

Joaquim José Gouveia Franco Cannas is a seasoned creative professional with a distinguished background in communication design, marketing, and brand management. His academic foundation was laid with a degree in **Communication Design** from **IADE** in 1989, later enriched by a **Postgraduate Diploma in Communication and Image** from the same institution in 2002. Recognizing the evolving digital landscape, he pursued another **Postgraduate Diploma in Social Media** at the **Universidade Católica Portuguesa** in 2011, following a professional development course at the International Online Marketing Salon in 2010. Joaquim combines solid theoretical knowledge with a rich practical understanding of visual communication, digital strategy, and media planning.

Career to date

Joaquim Cannas's professional journey reflects over three decades of dedication to communication design and marketing, media strategy, and creative leadership across Portugal's cultural and corporate sectors. Since 2012, he has served as co-founder and General Director of **HIGHPLAN Portugal – Sociedade de Arquitectos**, where he has led strategic communication, marketing, and design operations, forging key partnerships and overseeing the company's visual and brand development.

Professional Experiences

Simultaneously, Joaquim had held a prominent role at **Rádio Renascença, Lda.**, acting as Deputy Director of Marketing and Communication. He directed several large-scale live events, including the brand presence of Renascença, RFM, and MEGA Hits at **Rock in Rio Lisboa** (2008, 2010, 2012), and produced signature galas and concerts such as the **75th Anniversary Celebration of Rádio Renascença** and the **José Carreras Concert** at the Altice Arena (2012), ensuring excellence in communication, media relations, and audience engagement.

Between 1996 and 2006, he served as the Coordinator of Design and Advertising for the **r/com Group**. Earlier roles included Creative Director at **Companhia de Artes e Ofícios** (1994–1996), where he developed advertising campaigns and corporate identities, and his formative design work with **Fórum Estudante Juventude** (1992–1994), focusing on youth-targeted communication and exhibition design.

Joaquim's professional roots also lie in radio broadcasting. Starting as an intern in 1985 at **Rádio Renascença**, he went on to present iconic programs like *American Top 40*, *Admirável Mundo*, and *100+*—the founding show of **RFM**.

Joaquim Cannas has consistently complemented his core professional roles offering consultancy for companies such as **Europal Lda.** (exclusive distributor of OMRON HealthCare in Portugal), **X-Nat**, and **Lojas Terra Pura**.

His participation in international and national events underscores his influence in the design and cultural communication space—from coordinating visual identity at the **3rd Centenary Congress of Padre António Vieira** (Universidade Católica, 1997) to engaging in major ecclesiastical congresses in **Rome** (2000) and **Lisbon** (2001). He has also led design and communication for academic forums, illustrating a unique ability to align visual strategy with intellectual and cultural discourse.

