

UNLOCK

Creativity through game-based learning at
higher education



Gonçalo Meireles

Gonçalo Meireles holds a five-year degree in Business Management. Currently Managing Partner of Advancis. More than 15 years-experience in business consulting in the areas of entrepreneurship, innovation, strategic planning and internationalization. Course in gamification by Pennsylvania University. More than 10 years as a certified trainer in the areas of innovation and entrepreneurship.

He has coordinated teams involved in several EC funded projects: EC EQUAL Initiative, Lifelong Learning Programme, R&D Framework Programme, and was the management coordinator of the LLP projects SPIN-UP -Entrepreneurship Training and Coaching for University Spin-Offs and MONEY MASTER - Improving Financial Literacy Among Youngsters.