



**Ana João Sepulveda – Longevity Driven Economy Expert**

With more than 17 years of experience in marketing and market research, he has been studying the effects of the longevity of populations, society and the economy for more than 15 years. She is the CEO of 40+ Lab, the first strategic and business consultancy in the Iberian Peninsula totally focused on longevity and its impact on the economy.

She has a degree in sociology from Universidade Nova de Lisboa, a master's degree in North American Cultural Studies from Universidade Aberta and a master's degree in innovation and coolhunting from Escola Superior de Comunicação Social.

She is considered the leading expert in Portugal in the area of the Longevity Economy, and is also recognized as a pioneer in the development of this topic in Portugal.

It is currently internationally recognized for its vision of the impact of longevity on the economy and society and for its vast network of global contacts, which allows it to have a macro-strategic vision of how longevity is being integrated into the economy and society, in several countries. International speaker and writer, with published articles and interviews for magazines such as Forbes USA and Expresso newspaper.

Mentor and co-author of the books **"Marketing for the 45+"** and **"Longevity Economy"**, Atual Editora (2011 and 2024 respectively). These are the only books published so far in the area of **Longevity Economics in Portugal**.