

21° EXECUTIVE 2021>2023

MBAs

Dear Executive MBA Alumni,

During the past two years, you embarked in a remarkable journey. A journey that included patient individual study, teamwork, case discussions, projects and international trips. Throughout this period, you have also forged new friendships that we trust will last a lifetime.

Now, a new challenge lies ahead of you in a world that is both exciting and complex, characterized by relentless technological disruption, macroeconomic instability, profound social changes, and geopolitical conflicts and tensions. As leaders responsible for guiding teams of people within professional organizations, you are called to play a very important role in helping such organizations to navigate successfully this challenging landscape.

At AESE, we are confident that the knowledge and experience you have gained through the EMBA will enable you to thrive in the times ahead. You have explored a rich variety of cases, concepts, ideas, and tools of top management that will undoubtedly serve you well. More importantly, we trust in your deep-seated commitment to putting people at the center of all initiatives, helping your organizations to be known (and imitated) by their commitment to deep humanist values.

As new graduates and members of the AESE Alumni community, you join a network of over 8,000 entrepreneurs and leaders. We encourage you not only to continue your personal and professional development through AESE initiatives but also to become active participants in shaping our community's future.

Congratulations on your remarkable achievement, and we wish you continued success in your future endeavors.



Adrián Caldart
Chairman of the Committee
for the AESE Executive MBA

Congratulations to all participants of the XXI Executive MBA now graduated. There were two years of hard academic work that you concluded successfully.

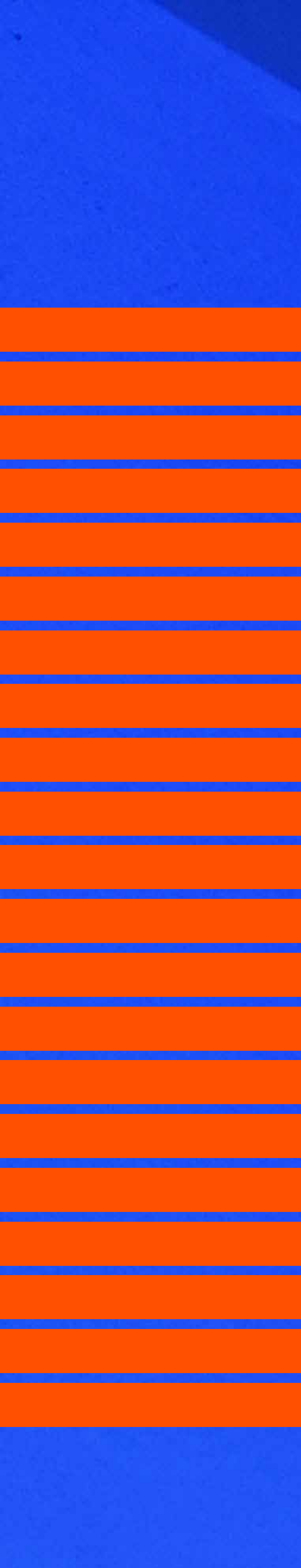
You are now better prepared to face more demanding and higher-responsibility professional and personal challenges. Trust in your talent and abilities to improve the performance of those who collaborate with you and your organizations. Rethinking systems and projects, grounded in timeless values, will revitalize your contribution to making the world a better place.

Enrolling in a program at AESE like the Executive MBA gives you greater responsibilities within the company and society, but we are confident that you will always bear this in mind and give your best. Continue to be a close-knit group as you have been to this day. Well done.

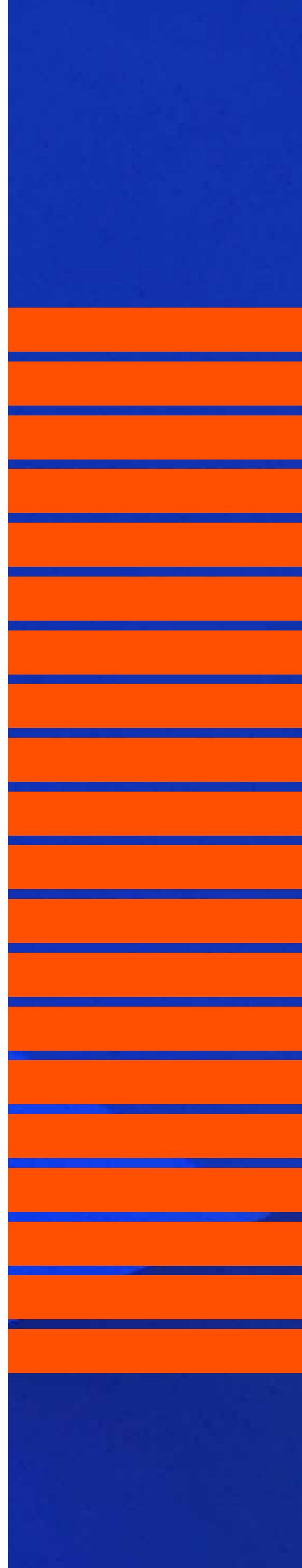
Rafael Franco
XXI AESE Executive
MBA Director

Inês Magriço
XXI AESE Executive
MBA Subdirector





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21°
EXECUTIVE
MBA



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"Inspiration exists, but it
has to find you working."
– Pablo Picasso

**INMODE: Area Sales Manager Portugal,
Madrid e Comunidade Valenciana**

- > Desenvolvimento de estratégia de vendas.
- > Gestão de vendas e estratégias de dois mercados: Espanha e Portugal.
- > Captura e gestão de KOL's.
- > Implementação de novas tecnologias no mercado.
- > Marcos: Salesman #1 da Iberia em vendas 2020, 2021.

URGO Medical: Sales Manager Espanha

- > Gestão de equipa de vendas.
- > Definição do plano nacional de vendas, KPI's da equipe de vendas e ROI.
- > Desenvolver plano de objetivos, metas e incentivos da equipe.
- > Marcos: Cobertura nacional com o melhor KOL da Espanha. Lançamento do estudo clínico multicêntrico "Latitude".

URGO Medical: KAM

- > Implementação da marca "Urgo Touch".
- > Business Development.
- > Criar e manter relacionamentos fortes com novos clientes.

- > Marcos: Conhecimento do produto pelos líderes da cirurgia plástica nacional (público e privado).

Profile

Licenciado em Fisioterapia, rapidamente desviei a minha carreira para a gestão e mais especificamente para a area comercial. Formei-me em Direcção Comercial e Gestão de Vendas pela EAE Business School em Madrid e desde então tenho-me dedicado ao sector de Medical Devices. Sou um apaixonado pela saúde e tecnologia e tenho como objetivo pessoal e profissional poder fornecer ao setor sanitario os maiores e mais modernos avances na tecnologia. Construir relações humanas e profissionais com os líderes da indústria com base na honestidade, respeito e cooperação. Gosto de criar estratégias com espirito transversal. Acredito na comunicação e no desenvolvimento pessoal e profissional ao longo de toda a carreira.

Alexandre Berthault de Botton

Business Director Iberia, Lutronic PBS



"... mas olhando para o alvo,
(...) corro, e não vou voltar atrás."
— 'The Message', Eugene Peterson

Passionate about people, I have dedicated intensive resources to deal with the most difficult in organizations, proposing a path of conquering challenges, rescuing in them the humanity so often sunk in the losses and disabilities they experience.

In macro organizations, such as small cities and neighbourhoods, in medium-sized organizations such as Prisons and Schools, in small organizations such as Therapeutic Communities, Churches and Small Businesses, I have been working since adolescence to add value and develop human potential in each one who becomes an epicentre of disruption, or who wishes to become an epicentre of transformation.

Empathetic and resilient even in environments of extreme difficulty, with proven results in multiple institutions.
Example: In the Prison Services, I invested in all Stakeholders from Management, Technicians, Guards and other Operational Staff, to Inmates and their Families, and even to the surrounding community, contributing to paradigm shifts.

I know how to read the environments and, based on the identified distortions, find or develop appropriate tools, designing the interventions based on the reality of each person, group or team, adapting what is initially a program or idea to a path of reinvention of self or repositioning in the organization's ecosystem.
Example: Children of socially excluded individuals through crime who have gone through projects I have designed and collaborated with, today and are managers in businesses in stores of international chains, instead of following the pattern received at home.

I believe and invest when there is openness, and I sow what is needed for openness to arise when inexistent. Committed and passionate about learning and discovering facts and new paths, I found in this MBA the opportunity to share experiences with brilliant people, Alumni and Professors, each in their area and in their own way, with whom I was very rich, and helped me to see angles of competence and performance that escaped me, and to whom I could enrich with challenges and discreet support at the opportune moments.

A special thank you to José Neves Foundation for the vision, mission and strategy embraced, with which I identify and learn. And a deep gratitude to my family for the heartfelt support and self-denial!

Undaunted, able to go deep to create the roots that sustain growth, I create environments where toxic elements can produce and collaborate. Also capable of uprooting people who need to leave the organization, building and equipping them, making them more apt for the roles they perform and for job market.
Example: It's what I did with several of the most problematic students of one of the demanding schools in Amadora, and with promising but disoriented students at the university. It's what I did with departments, with the current NGO I run, and I aim to continue doing it in more organizations and contexts.

Skilled in negotiation and conflict management, I connect people, generating the environment in the organization for aligned growth, promoting social and personal responsibility.

Capable of embracing change and willing to do what it takes to achieve our goals, I love working in a team, catalysing desired transformations, promoting respect and mutual appreciation. I add consistency in projects, and build relationships with decision-makers, both formal and informal leaders.

Skilled in communication with people of all ages, capable of creating connections with the overwhelming majority of people, and accustomed to regularly speaking with hundreds of people and capturing their attention.

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Álvaro Ladeira

Technological Physicist Engineer and Researcher by training (IST, INESC)
National Director at Youth For Christ Portugal



“Talent wins games, but teamwork and intelligence win championships.”
— Michael Jordan

**Innovation and Business Development
Director for Mobility Business Unit, Axians
(2022–present)**

- > MOBI 4.0 offer development.
- > Built new capabilities within Mobility BU to deliver new services to clients.
- > Engage with clients to define and implement their Digital Transformation journey.
- > Engage with partners and lead Axians participation in EU funding tenders.
- > Partnerships Management.

**Census & Location Intelligence Business
Unit Manager, Axians (2020–2022)**

- > Lead a team of +20 in Portugal and Mozambique managing a P&L of 2 M€.
- > Define the Location Intelligence offer and Go-To Market Strategy.
- > Built new capabilities within the BU to deliver new services to clients.
- > Engage with clients to define and implement their Digital Transformation journey.

**Head of Census Solution,
Novabase (2019–2020)**

- > Lead a team of +20 in Portugal and Mozambique managing a P&L of 2,5 M€.
- > Define the Census offer and Go-To Market Strategy.
- > Engage with clients to design their Census' Projects.

**Nearshore Project Director,
Novabase (2016–2019)**

- > Business development and contract negotiation.
- > Hire and build a high performing French speaking team of +20.
- > Governance Model and KPI's definition and management.
- > +2 years without team turnover in a high demand market for French speaking consultants.
- > Achieved 0 € financial penalties (SLAs: cost – 96%; time – 96%; quality – 96%).

**Program Management Office,
Novabase (2010–2016)**

- > Member of the program board for several programs (total of +38M €).
- > Business development and offer definition.
- > Building credibility and maintain communication with stakeholders at multiple levels.
- > Governance Model and KPI's definition and management.
- > Project's Auditing.

Profile

I'm a business and people growth enabler with significant experience in Business and Digital Transformation acquired as Mobility Director of Innovation, Census & Location Intelligence Business Manager and Nearshore Director. Leadership experience acting in several industries such as Mobility, Logistics, Utilities, Financial Services and Education, in a multinational highly demanding context. Results oriented, innovative, and forward-thinking leader focused on business and human capital development. With a growth mindset, after my graduation and masters in Engineering and Industrial Management from Universidade de Aveiro, I took several certifications/trainings in agile/ product management, service management, design thinking, coaching and leadership being my last accomplishment the MBA from AESE Business School.

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Bernardo Pereira

Innovation and Business Development Director
for Mobility Business Unit



"I don't do miracles, as
our lady of Fátima does
not do finances."

Controller, Grupo Setefrete (2022 -)

- > Leading the administrative and financial areas (Treasury, Accounting and Controlling).
- > Elaboration and presentation of financial reports.
- > Elaboration and presentation of strategic plan.
- > Suppliers Negotiation.
- > Bank Negotiation.

Finance Manager, Sodarca / Helibravo, Group (2017 - 2022)

- > Leading the administrative and financial areas (Treasury, Accounting and Controlling).
- > Restructuring of Financial Liabilities.
- > Elaboration and presentation of financial reports in executive committee.
- > PRIMAVERA ERP Implementation.
- > Elaboration of strategic plan.
- > Bank Negotiation.
- > Mediator for the financial area in operations of M&A.

Finance Manager & Business Controller, ATM – Manutenção Total (2014 - 2016)

- > Leading the administrative and financial areas (Treasury, Accounting and Controlling).
- > Elaboration and presentation of financial reports.
- > Elaboration of strategic plan.
- > Member of the Steering Committee of Maintenance Business.
- > Bank Negotiation.

Business Controller / Finance Manager, EFACEC Group (2001 - 2013)

- > Business Controller for the Maintenance Business Unit (40M€).
- > Suppliers Negotiation.
- > Strategic Planning.
- > Mediator for the financial area in operations of M&A.
- > Preparation and presentation of financial reports in executive committee.
- > Finance Manager on joint venture (EFACEC and ENSULMECI)- Porto Refinery Cogeneration Plant (100M€).
- > Finance Manager on joint venture (EFACEC and Omninstal)- Photovoltaic Plant at MARL (27M€).
- > Member of the creditors' committee appointed by EFACEC on a company insolvency.
- > Administrator appointed for a company subsidiary of the EFACEC Group.

Cost Controller, PGA – Portugalia Airlines (1998 - 2000)

- > Financial Reports.
- > Auditing.
- > Accounting.

Profile

With more than 25 years of experience in Finance, Procurement, Cost Control and Management, had the opportunity to work in many different projects that built a 360° vision of several businesses and sectors. Experience in both multinational corporations and family businesses, a versatile financial manager who can adapt to different organizational cultures, structures and sectors. With knowledge in complex financial systems and multiple geographies and business units' management in multinational corporations. Cross-cultural skills developed in global working environments enabled an effective relationship with different stakeholders and backgrounds.

Family businesses improved the ability to build relationships and collaborate closely with key stakeholders, including family members, executives, and employees, and broadened the view of these companies. The uniqueness of family businesses' dynamics provided awareness on the balance that must be found between family-members' interests and the financial goals.

Holistic experiences widened the perspective, approach, and skills on financial management to become a better financial manager. Outstanding capacity on identifying strengths and weaknesses to different organizational structures and leverage them to achieve financial objectives.

Brings value and a unique perspective to financial decision-making, and ability to work with a variety of stakeholders to achieve excellent financial objectives. Supported by values such as accountability, professionalism, and resilience, helping organisations to outperform their financial goals.

“Success is not final, failure is not fatal:
it is the courage to continue that counts!”
– Winston Churchill

ISDIN

**Commercial Director
Marketing Manager**

Responsibilities:

- > Full P&L accountability; Business and Omnichannel sales strategy and budget development; Analyze, negotiate and implement new commercial policies and price agreements for national key accounts; Price policy definition; Market insights analysis; innovation leadership and sales team management (leading a team +25 people in sales and trade mkt for all channels : pharmacies including groups, modern trade, e-retail).

Achievements

- > Duplicate Isdin sales (€) in 5 years and triplicate Ebit (2013 to 2018).
- > Achieved fastest top Dermocosmetic market growth within the top 3 companies.
- > Designed a new & strategic commercial roadmap.

Merck Sharp & Dohme

Brand & Costumer Manager

Achievements:

- > Contraception market top #3 position. Achieve brand budget goals; responsible for implementation of multichannel strategies, including a digital campaign DTC (website development and communication campaign); development & implementation of local customer plans; forecasting and planning Key Scientific Leader management.

Pierre Fabre Dermocosmétique

Marketing Manager

Achievements:

- > Re-launched key strategic line – Baby & Junior – being one of the TOP5 best launches across Europe; Created, Developed, Implemented and Monitor a direct marketing program for new mothers&babies; Created and successful implemented a social responsibility program (one child one tree), with agreement and partnership of National Environmental Authorities – in charge of all the negotiation with public authorities.

Profile

Inclusive Leader • Business Strategist •
Negotiation Expert • Creative Thinker

With a background in pharmaceutical sciences, my professional experience has always been connected to the pharma industry, specifically in marketing and commercial areas.

I graduated as a PharmD from Universidade de Lisboa and have undergone additional training in management and leadership from Universidade Católica Portuguesa and Universidade Nova de Lisboa.

The AESE executive MBA was a natural choice for me to continuously develop myself.

I am proficient in Portuguese, English, Spanish, and French.

As a highly collaborative and customer-driven professional, I am passionate about transforming user feedback, market benchmarking, and data analysis into successful business strategies. With a natural drive to do things right, on time, and within budget, I strive to ensure that all stakeholders feel happy and satisfied.

My insatiable curiosity and enthusiasm for problem-solving have led me to constantly seek out new insights and trends, always

staying one step ahead of the competition.

I am not afraid to take calculated risks and lead the way towards innovative solutions.

Throughout my career, I have honed my skills in marketing and commercial areas, developing strong negotiation and leadership skills along the way. My focus on creativity and critical thinking has allowed me to achieve high and challenging performances, always with the goal of understanding and meeting the needs of stakeholders and consumers.

As a manager, I am dedicated not only to achieving business goals but also to supporting and empowering my colleagues. With the motto “always do your best” in mind, I strive to create a positive and inclusive work environment that fosters collaboration and innovation.

Supported by values such as responsibility, resilience, and gratitude, I believe that my purpose is to inspire everyone I touch to pursue their dream!

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Diana Gentil Quina

Commercial Director, ISDIN Portugal

"There's no traffic jam on the extra mile."
– Roger Staubach

Pierre Fabre Group Portugal (since 2004)
Market Access Manager | Regulatory Affairs Manager | Quality Assurance Head

Wide range of responsibilities throughout the years.

- > Leads Market Access activities at Pierre Fabre Group companies in Portugal. Direct report to General Manager.
- > Develops and implements strategies with multidisciplinary teams for access and maintenance of medicines in hospital and outpatient setting.
- > Liaison with internal and external stakeholders namely with the national authorities and key opinion leaders to ensure quick access and the real value of health technologies.
- > Impact analysis of health legislation, policies, and competition information to anticipate future changes in the market.
- > Development and implementation of strategies related to registration processes of medicines and health products. Responsible for all activities regarding regulatory compliance, regulatory intelligence, pharmaceutical promotion, and transparency. Supervision of all activities related with life-cycle management of medicines and health products.
- > Set-up of the quality system in the Pierre Fabre Médicament affiliate and rollout for the Pierre Fabre Dermo-Cosmétique affiliate.

- > Ensure GDP compliance for medicines and health products.
- > Management of activities for manufacturing medicines in third parties (planning, supply of raw materials and packaging materials, and audits).

Novartis Farma
Drug Regulatory Affairs (2002–2004)

- > Responsible for all activities regarding with life-cycle management, regulatory compliance, regulatory intelligence, pharmaceutical promotion, and transparency for CNS and Ophthalmology therapeutic areas.

Schering–Plough Veterinária
Regulatory Affairs Manager/Qualified Person (2000–2002)

- > Responsible for all activities regarding with life-cycle management of veterinary medicines and health products, regulatory compliance, and pharmaceutical promotion.
- > Ensure GDP compliance for medicines and health products.

Schering–Plough Farma
Regulatory Affairs Officer (1998–2000)

- > Registration of health products and support in life-cycle management of new medicines.

Profile

Graduated in Pharmaceutical Sciences and Master in Regulation and Evaluation of Medicines and Health Products by University of Lisbon, post-graduated in Economic Evaluation of Medicines by the Lisbon School of Economics and Management and with complementary training in Advanced Methods for Analysis of Cost-effectiveness by York University.

I have started my career as Regulatory Affairs Officer in Schering–Plough and was promoted to lead the regulatory activities of the veterinarian portfolio, together with the warehouse responsibility (as qualified person) where I set-up the Good Distribution Practices procedures manual.

In 2002 I joined Novartis Farma as Drug Regulatory Affairs and in 2004 I was invited to join Pierre Fabre. Since then, I have had responsibilities in the 3 main areas: Market Access, Regulatory Affairs and Quality assurance.

Main achievements were reimbursement approval of innovative medicines, marketing authorizations for medicines and health products and the set-up of the quality system in Pierre Fabre. Throughout the years I led pricing and reimbursement processes, activities related with life-cycle management of medicines and health products along with implementation of new processes to optimize

activities like regulatory compliance, regulatory Intelligence, pharmaceutical promotion, transparency, and Good Distribution Practices. During this time, I also had the chance to supervise young professionals to develop their soft and hard skills in Regulatory Affairs and Market Access.

Currently I am leading the Market Access department, developing, and implementing flawless strategies with multidisciplinary teams, backed by a strong liaison with external stakeholders and key opinion leaders to ensure fast access and the real value of innovative medicines.

With a solid knowledge of the pharmaceutical market, I am perseverant, curious, results driven, with strong negotiation skills, willing to go a step farther and thinking out of the box to do different and do better.

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Fernanda Mendes

Market Access Manager, Pierre Fabre



“How wonderful it is that nobody needs wait a single moment before starting to improve the world.” – Anne Frank

Senior Solution Architect, Edp

Contribute as a senior EDP Architectural team member, a team responsible for more than 500 software applications, covering all the EDP operation and business sectors. My main goal in this position is to understand the business needs, help the teams think about the functional goal, and try to intermediate the business request and the company's technical capabilities and governance.

Selected Contributions:

- > Solution Architect is responsible for the application EdpOnline, the biggest self-care portal in Portugal with more than 1M users registered.
- > First Solution Architect working at EDP with an Agile approach, leading the way in the workstyle transition and being an active voice as a founder of EDP's Agile framework, now recognized as a reference in Portugal.
- > Solution Architect is responsible for the application EdpOn, the employee self-care, allowing the creation of a unified place for employees to access several functionalities that traditionally have been distributed for many different applications.
- > Lead Solution Architect regarding the initiative EDP X, a 10M € program, hamming

the digital acceleration and adoption for all the EDP group. This program creates 100 MVPs a year and has an enormous technical and business scope.

Solution Designer, Vodafone Turkey

Contribute as a senior member of the analysis and solution design team for the Vodafone Turkey technologic merge at the CRM and order management systems.

The main job functions consisted of holding and leading business-related meetings with the client's teams, and, as a result, designing technical requirements solutions. Apart from this, one of the most important challenges was the technical alignment that needed to be held with other contractors, such as Huawei and Erickson, from very different cultural backgrounds, like China and Israel.

Enterprise Integration Consultant

As a young professional software developer, at the beginning of my career, I prioritized integrating projects, companies, and ways of working, to have the richest experience possible and learning as much as I could. Today I am a very dynamic and adaptable professional due to this time of my career. I had the opportunity to work alongside

experienced professionals that thought me a lot and in different size companies and industries, such as Energy, Banking, and Telcos. Some of the institutions where I worked as an integration software developer and solution designer were: Galp, SIBS, Novo Banco, Vodafone, NOS, Santander Chile.

Profile

I am a highly skilled IT professional with over 12 years of experience in integration programming and solution architecture. Throughout my career, I have gained expertise in designing and implementing complex enterprise-level solutions that integrate seamlessly with existing systems and in various business areas such as Telco, Finance, and Utilities.

I am a skilled communicator and collaborator, and I have the ability to work effectively with stakeholders across the organization. I am experienced in leading technical teams, providing guidance and mentoring to team members, and ensuring that projects are delivered on time and within budget.

As an integration programmer, I have been responsible for designing and implementing solutions that connect disparate systems, ensuring that data is transferred accurately

and efficiently. I have worked with a variety of technologies, including ESBs, message queues, and web services, and I am experienced in working with both on-premises and cloud-based systems.

In my role as a solution architect, I have been responsible for designing and maintaining the overall architecture of large-scale enterprise systems. I have a deep understanding of enterprise architecture frameworks, and I am experienced in applying them to real-world scenarios.

Overall, my expertise in integration programming and solution architecture has helped organizations across various industries optimize their business processes, increase operational efficiency, and reduce costs. My ability to develop and implement innovative solutions that align with business objectives makes me a valuable asset to any organization.

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Francisco Fernandes

Senior Solution Architect, Edp

"Success is not final, failure is not fatal:
it is the courage to continue that counts."
— Winston Churchill

Advisor to the President of the Portuguese Republic (2021 – Present)

- > Press Officer to the President of the Portuguese Republic.
- > Communication affairs; Website content management.
- > Event planning; Event protocol.
- > State visits abroad.
- > Preparatory visits.

General Services Coordinator, Champalimaud Foundation (2019 – 2021)

- > Reported directly to the Board.
- > Annual budget of over 1M€ – due to contractual renegotiations with suppliers effectively accomplished a 10% cost reduction.
- > Responsible for housekeeping as well as linen and laundry section.
- > Responsible for overseeing all the Foundation's Catering (restaurant, cafeteria, specialised room-service to cater oncology patients).
- > Responsible for the redesign of the bathroom amenities..

Public Relations, Champalimaud Foundation (2016 – 2021)

- > Reported directly to the Board.
- > Organised various state visits to the Foundation and did various tours to various Heads of State.

- > Accompanied oncology patients through the administrative processes, thus facilitating and reducing waiting times.

Surgical Manager, Champalimaud Foundation (2016 – 2020)

- > Reported directly to the Surgical Director.
- > Surgical Centre management.
- > Administrative coordination of the Surgical Centre.

Energy Systems Engineer, Navigator Company (2014 – 2015)

- > Vapour production maximization in a biomass boiler and reduction of harmful emissions.

Profile

Francisco is an MBA graduate with a solid background in Engineering and over 6 years of experience in high-level coordination and team leadership. As a manager and consultant, he has managed budgets of over 1M annually, developed practical solutions to drive business growth, and gained valuable insights through his work in the Presidency of the Republic. This experience has sharpened his skills in strategic planning, stakeholder engagement, and communication. He has also developed a strong appreciation for the importance of effective project management and the ability to work under pressure while maintaining a

high level of accuracy and attention to detail. He has a proven track record of effective project management, stakeholder engagement, and communication skills. With a unique perspective on healthcare management gained through his experience as a General Services Coordinator at the Champalimaud Foundation, he has a keen understanding of teamwork and effective communication in the healthcare industry. Through his MBA program, he has honed his skills in identifying and addressing complex business problems collaboratively, adapting to change, and promoting innovation. He is a versatile and results-driven professional eager to bring his skills and insights to any organization seeking a dynamic leader.

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Francisco Frazão

Advisor to the President of the Portuguese Republic

"We have always understood
that when times change, so must we."
– Barack Obama

**International Business Director,
BIQ Health Solutions**

In a continuously evolving role in the company
I'm now responsible for the strategic
development of international markets and
how should product portfolio should adapt to
evolving trends.

Main responsibilities

- > Lead the sales and delivery process for
international projects with +15 people.
- > Manage business and sales channels in
multiple countries – Distributors/ OEMs/
Commission based staff.
- > Responsible for strategic development
of company systems designed for each
specific geography.

Profile

Experienced International Business Director
with special focus in B2B and relationship-
based agreements in different markets.
Started in BIQ as a small consulting company
with 4 people and was part of a major pivot to
a software company with 30+ employees.
Managed to take an exclusively national
company to the international markets being
present in over 10 countries responsible for
more than half of yearly revenue.
Familiar with international business with
frequent travel in 4 different continents in
various languages and cultural environments.
In the latest years involved in more of a
management role, with responsibilities over
company strategy and how to create a long-
term path towards sustainable growth.
I enjoy a healthy and friendly working
environment that enhances each person
individual capacities ensuring that everyone,
from my team to accounts and partners, are
performing at their best.

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Gonçalo Mergulhão

International Business Director, BIQ Health Solutions



"Success is not final, failure is not fatal:
it is the courage to continue that counts."
— Winston Churchill

Capgemini, Lisbon Executive Board Member – Head of Financial Services and Government (2021 until now)

- > Report to the CEO and responsible for defining overall strategy, TOM, key initiatives, and implementation within the team.
- > Define the go-to-market approach to clients and focus the sales team on high-revenue clients with relevant offers.
- > Manage interactions with clients' senior stakeholders to understand their challenges and match them with Capgemini's portfolio to create opportunities.
- > Manage the largest team in Capgemini Portugal with 650+ consultants.
- > Control operations within the division, including KPI achievement, team attrition, bench forecast, invoicing, AR, etc.
- > Won the fastest growth award in the Europe Cluster for growth in the topline and bottom line in 2021.
- > Created the Service Design Practice to support customers' digital transformation with an E2E approach.

Altran, Lisbon Division Director – Head of Financial Services and Public Sector (2019–2020)

- > Responsible for delivering the expected P&L for the division, increasing revenues by ~60% and EBIT by more than 100% from 2018 to 2020.
- > Define the go-to-market approach to clients and focus the sales team on high-revenue clients with relevant offers.
- > Manage interactions with clients' senior stakeholders to understand their challenges and match them with Altran's portfolio to create opportunities.
- > Manage the operations management team that manages the 550+ consultants of the division, approving operational decisions and helping in escalation of issues.
- > Control the KPIs of the division, including sales, operations, and financial.

EY, Lisbon Senior Manager (2010–2018)

- > Portuguese Artificial Intelligence business unit lead, responsible for developing assets for the Portuguese market and capitalizing on them.
- > Portuguese Robotics Process Automation (RPA) team leader in Financial Services, responsible for governance frameworks, development patterns, and assessments of business processes.

- > RPA senior developer, supporting digital transformation and optimizing service to customers at a lower cost.
- > Defined a digital transformation approach for an international bank in its personal credit process, including data collection, simulators, and creating credit proposals and incentives for commercials.

Profile

I am a highly experienced executive with expertise in Financial Services, Government, and Consulting. With a career spanning over a decade, I have held leadership positions in some of the most well-respected companies in the industry.
Held Several degrees in IST, Católica and AESE, merging IT and Business Seamless focusing on how to create value to customers and companies.
Overall, I am a results-driven executive with a proven track record of success in leading large teams, driving growth, and delivering exceptional results.

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Hugo Oliveira

Capgemini, Lisbon Executive Board Member,
Head of Financial Services and Government

“The only way to stay ahead is to always be willing to take risks and adapt.”
– Elon Musk



**Business Development Director,
Tech Solutions, EMEA, IQVIA
(April 2023 – Present)**

- > Globally simplifying the data exchange between health agencies, pharmaceutical industry and academia to regulate marketing authorisations for medicinal treatments – contributing to having only safe, high quality and effective medicines marketed worldwide.

**Sales Director, Business Development,
Arriello, Lisbon (April 2021 – March 2023)**

- > Global Business Development and Account management in pharmaceutical CRO business segment – Pharmacovigilance, Regulatory Affairs, and Quality Assurance.
- > Sales Team Leader responsible for a pipeline of 30M€ and a turnover of 14M€ annually.
- > Management of 5M€ in revenue annually in owned accounts.
- > Lifecycle management of clients including the creation of a Key Account Management Program for the company's top 20 Accounts.
- > Management of a team of 5 people in Business Development.

- > Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- > Direct financial and sales KPIs reporting to the SLT and board of Arriello.

Project Manager, Hovione, Lisbon

- > Lead and manage projects large Chemical projects in different development phases (R&D, Development, and Commercial) managing cross-functional process teams in a total of 30M€.
- > Deliver project objectives (e.g. results, processes, products) in full on time and within budget, being responsible for scope, time, and cost management of all assigned projects.
- > Led project teams ensuring internal and external communication with the client in a matrix and complex technical environment, monitoring team performance, defining/ managing roles, and manage client expectations.

**Business Development Manager,
Biosurfit, Lisbon**

- > International role (Europe) in Point of Care Diagnostics.
- > Diversified role managing: Sales: Key account management of current clients (distributors and direct clients).

- > Prospect and management of new Clients. OEM /Contract Manufacturing: Development of an OEM area within Biosurfit for new IVD POC products through biosurfit's patented microfluidic technology (BD and Marketing) for a total of 4M€ in projects.

**Business Development Director,
Phagecon – CRO, Lisbon**

- > Responsible for all Business Development and Customer Service Activities (more than 100 clients) including Proposal preparation.
- > Face-to-face meetings and negotiations with CxO Pharma Executives.
- > Management and Optimization of Sales and Project Management KPIs (Number of clients, Sales Volumes, Gross Margin) aiming for maximum profit.
- > Creation of Marketing and Operational Business plans, including the total rebranding of the company.
- > Management of new project introduction and delivery to the client (creation of an internal project management software for project analysis and prioritization).

Profile

As a Performance-oriented Sales Leader with over 10 years of experience in the pharmaceutical industry, I offer a proven track record of success in business development, revenue growth, and key account management. With a strategic and analytical approach to problem-solving, I excel in identifying and capitalizing on emerging market trends and revenue opportunities in areas such as Pharmacovigilance, Regulatory Affairs, Quality Assurance, and SaaS solutions for Pharma. I have experience in full-cycle sales management, project management, and conference/trade fair management. With my expertise in sales and business development, I am confident in my ability to drive revenue growth and achieve success in any organization.

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Hugo Pessoa

Business Development Director, Tech Solutions,
EMEA, IQVIA



"A person who never made a mistake never tried anything new."
— Albert Einstein

**Interventional Oncology,
Champalimaud Foundation
(2017–present)**

Head of Interventional Oncology. Through imaging technologies, such as ultrasound, CT, MRI and specific software I guide the delivery of targeted therapies directly to tumors. Interventional oncology is often used in conjunction with other cancer treatments, such as chemotherapy and radiation therapy, to provide a comprehensive approach to cancer care.

**Medical Advisor,
Medical Devices
(2011–2022)**

Presenting medical science information to audiences, journals and key decision-makers. Coordinating workshops and advisory boards in different continents. Designing, setting up and delivering training in medical devices projects.

**Interventional Oncology,
Centre Hospitalier Universitaire de Nice,
France (2015–2017)**

Fellowship in interventional oncology, with a focus on digestive tumors working in close collaboration with surgery and medical oncology.
Training of medical students, residents and junior doctors.

Profile

Graduated in Medicine with medical specialty in Radiology and subspecialty in Interventional Oncology. Additional education in healthcare management at Escola Nacional de Saúde Pública/Universidade Nova de Lisboa and in Pharmaceutical Marketing Management at ISEG (Instituto Superior de Economia e Gestão).

I have a particular interest in the healthcare business, particularly in medical devices, pharma and innovative therapies.

My technical skills are the result of a solid training in medicine, in clinical imaging, with a focus on oncology, treating multiple oncological conditions in different organs and systems.

A great international experience during my training and as a medical devices' consultant allowed me to build a global vision in this area.

I truly believe that the foundation of any successful project includes teamwork, attention to detail and respect.

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Hugo Rio Tinto

Medical Doctor – Interventional Oncology,
Champalimaud Foundation



“Teamwork makes the dream work.”

CEO of BSH Electrodomésticos, Lda

My primary responsibility is to build a strong Mission & Vision for the company's future. Materialize into a strategic plan that will drive long-term business growth and profitability. Responsible for managing a team of managers, ensuring close collaboration to meet the common goals.

International Key Account Manager for BSH Hausgeräte GmbH

Responsible for managing relationships with some of our largest global clients. This involved developing and maintaining strong relationships with key decision-makers at these companies, as well as identifying and pursuing new business opportunities. I was responsible for developing account plans, negotiating contracts, and ensuring that our clients were receiving excellent service and support.

National Sales Director for SIEMENS and BALAY at BSHP Electrodomésticos, Lda

Responsible for developing sales strategies, managing sales teams, and building relationships with key clients and partners. I was responsible for setting sales targets, monitoring performance against those targets, and identifying areas for improvement.

Profile

With over two decades of experience in sales and management, I have developed a strong track record of success in driving business growth, building strong teams and long lasting relationships with key clients. I am passionate about people, cooking, and sports. I believe having a positive and enjoyable attitude in the workplace is fundamental to fostering creativity, innovation, and collaboration, which are essential for achieving long-term success.

Throughout my journey I had the privilege to join the XXI Executive MBA program, learning from outstanding colleagues and teachers. I will always remember Professor Rafael's patience and enthusiasm, which made complex business concepts accessible and engaging. Professor Agostinho's presence was a constant source of support and encouragement. Professor Beatriz's authority and pragmatism providing a real-world perspective on business issues and opportunities. I am grateful for the opportunity to have learned from such exceptional teachers and colleagues.

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João Afonso dos Santos

CEO, BSHP Eletrodomésticos, Lda



"It's not about the destination, it's about the journey."
– Ralph Waldo Emerson
"To hell with rules. I'm going for the unknown."
– Wayne Shorter

Greenvolt – Technical Director

Biomass business leader in Portugal and the UK. Solar Utility Scale Business developing in Portugal and Spain and Asset Management.

EDP – Deputy Director

Ribatejo CCGT Power Plant Maintenance Director. LTMA renegotiation. OPEX coordinator for EDP Produção.

EDP – Deputy Director

Carriço CHP Power Plant Manager.

EDP – Maintenance Manager

Lares CCGT Power Plant Maintenance Manager. Responsible for Maintenance planning.

GENUS Inc. [Silicon Valley]

– Project Manager

Fulbright Scholar. Semiconductors manufacturing.

Profile

Energy, focus, results-orientation, and persistence have supported me throughout my more than 20-year journey in the energy business. With a background in Electrical Engineering, I began my professional career as a young trainee in the cement industry and have since gained diverse experiences, in manufacturing semiconductors, managing high-performance operation and maintenance teams, and leading assets in natural gas, biomass, and solar industries.

My curiosity has led me to participate in multicultural projects across several geographies in Europe and the Americas, which has given me valuable insights into humbleness, openness to change, and self-awareness. I strongly believe in teamwork and continuous improvement, and meeting people from different cultures has deepened my appreciation for life and the opportunities we have every day to make a positive impact in the world.

Currently, I am leading Greenvolt's Biomass Business, where I have the daily privilege and thrill of working with a team of highly motivated professionals to develop and manage assets in Portugal, Spain, and the UK. I am committed to sustainable, socially responsible, and innovative energy solutions to drive the energy transition and mitigate climate change.

In October 2021, I began my journey in the XXI Executive MBA at AESE Business School, which I found to be a challenging path of self-discovery and improvement. It has been an amazing journey encompassing the latest knowledge of management and leadership, with very special stopovers in Lisbon, New York, and Tokyo. Together with my dear friends and colleagues in the XXI MBA, I have been able to develop my analytics, financial, and marketing knowledge and share vast amounts of managing experiences in many industries and real-life situations. Guided by Professor Rafael Franco's mastery, to whom I am forever indebted for his endless energy and availability to ensure all his students' growth and success,

I have learned that making a difference in your work is more about serving people, doing good, and making them enjoy their work every moment of the day.

The two-year program was arduous and demanding, and I could not have survived without the strong support of my beautiful wife Mafalda and my children Francisco, Teresa, Beatriz and Maria, who have kept me fueled with high energy and enthusiasm. I feel greatly enriched and rewarded by this enlightening trip.

I am now ready for new challenges and eager to improve our organizations, making the world a better and more sustainable place. I am diving into the unknown with a strong sense of purpose to do well by doing good.

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João Andrade

Greenvolt – Technical Director

"Alguém que espera nove anos para tirar cortiça é o parceiro certo."



**Medical Doctor,
Hospital Beatriz Ângelo
(2019 – 2020)**

- > General Residency Program.
- > Clinical Practice in inpatient unit and emergency department.

**Medical Doctor,
ACES Cascais – USF Emergir
(2020 – Present)**

- > Clinical Practice in Family Care Unit.
- > Responsible for design and implementation of innovation projects.

**CEO, Sociedade Investimentos Copeiro,
Lda (2019 – Present)**

Profile

Graduated as Medical Doctor from both Charles University in Czech Republic and Universidade da Beira Interior in Portugal. In Charles University, due to my outstanding academic performance I was invited to give lectures on some subjects while being an undergraduate student. In Portugal I was ranked with the best overall grade in all the Portuguese Universities in the year of 2018. Made my General Residency Program in Hospital Beatriz Ângelo a Public-Private Partnership Hospital that was relevant to understand the differences between the two management systems and cultures. Currently I am working as a Family Doctor in Family Healthcare Emergir in Cascais where I am responsible for several innovative projects. Since 2018 I have attended several post-graduate courses in management in NOVA Business School, Católica Business School and currently the Executive MBA in AESE Business School.

Since 2019 started managing Sociedade Investimentos Copeiro, Lda, a family-owned business responsible for managing forest estates in Portugal. I define myself as a long-term vision manager and a leader by example. I strongly believe in teamwork and that people's motivation is the backbone of organizations. I am deeply a purpose-driven person pursuing managing corporate responsible businesses. Defined by others as a hard-working person that cultivates lean managed organizations.

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João Pedro Amorim

Médico, ARS Lisboa e Vale do Tejo, ACES Cascais – USF Emergir



“Diligence is the mother of good luck.”
– Benjamin Franklin, a Founding Father
of the United States

TAP Air Portugal, Innovation Manager

Project Management | Consortia creation | Governance models definition | Budget control | Financial reporting | Experience in European funded projects.
Coordination of several projects with multidisciplinary teams of up to forty people. Emphasis for a specific project, AIRMES (<http://www.airmes-project.eu/>), which lasted 4 years and focused on the development of decision support technologies for aircraft maintenance technicians. With a total budget of around 6 million euros, it involved a permanent team of 30 to 40 people, and produced several prototypes, proof of concepts and reports of decision support solutions in aircraft maintenance activities and digitization of aircraft maintenance processes.

TAP Air Portugal, Maintenance Programs Engineer

Airworthiness Management | Aircraft maintenance programs definition and optimization | Liaison with aircraft manufacturers, civil aviation authorities and internal stakeholders.
Software specification for aircraft maintenance programs automatic revision. Optimization of TAP's operator aircraft maintenance program through the escalation of A-check maintenance tasks intervals.

Accenture, SAP consultant

Business processes mapping | SAP Production Planning (PP) module implementation. SAP PP implementation in several Unilever factories throughout Europe, namely The Netherlands, UK, France, Germany, Spain, Poland, and Czech Republic. Six go lives and contribution to another three implementations.

Profile

As an industrial engineer with a background in SAP consulting and aircraft maintenance, I bring a unique perspective to project management and innovation in multinational settings.
In addition to my technical expertise, I hold an MBA, which has equipped me with a strategic mindset and a strong business acumen. I am able to analyze complex problems and develop effective solutions that align with organizational goals and objectives.
My early experience as an SAP consultant provided me with a strong foundation in business processes, data management, and technical problem-solving. This expertise proved invaluable when I transitioned to aircraft maintenance, specifically as a maintenance programs engineer, where I worked to optimize maintenance programs and improve operational efficiency. My knowledge of SAP helped me to create more efficient and effective processes, reducing downtime and costs.

As I continued to grow in my career, I moved into project management, specifically in innovation projects with multinational teams. I thrived in this fast-paced environment, leading teams to develop and implement cutting-edge solutions that helped businesses stay ahead of the competition. My ability to communicate effectively with team members from different cultural backgrounds helped me to build strong working relationships and achieve successful project outcomes.
Throughout my career, I have remained focused on delivering results that make a real impact on business operations. I am passionate about using my technical and problem-solving skills to improve processes, reduce costs, and increase efficiency. My experience in SAP, aircraft maintenance, and project management has given me a unique perspective that allows me to approach problems from multiple angles and find innovative solutions.
Overall, I am adaptable and results-driven, dedicated to finding innovative solutions that drive business success, and I thrive in multicultural environments where collaboration and communication are key.

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Joel Felgar Ferreira

Innovation Manager, TAP Air Portugal



The golden rule for every businessman is this: "Put yourself in your customer's place."
– Orison Swett Marden

**Customer Success Director, Habit
(2022 – Present)**

- > Manage relationships between Habit, insurance distributors, and insurance companies.
- > Conduct market research to identify customer preferences, behaviors, and trends.
- > Gather and analyze data on target customers, industry trends, and the competitive landscape.
- > Design and implement new products and services to meet customer needs.
- > Develop strategies for customer satisfaction, retention and upselling, leading to increased revenue.
- > Identify commercial opportunities and performed sales work to capitalize on them.

**Client Delivery Manager,
Nexllence, powered by Glintt
(2022 – 2022)**

- > Managed relationships between Nexllence and ANF (Associação Nacional das Farmácias) to ensure quality of service delivery and maximize revenue.
- > Effectively managed and motivated cross-functional teams of professionals to deliver high-quality services to clients.
- > Identified and capitalized on commercial opportunities through sales work resulting in increased revenue and improved customer satisfaction.

**Project Manager, Glintt
(2018 – 2021)**

- > Led an innovation and prototyping team.
- > Fostered a collaborative work environment and provided guidance and support to team members to facilitate their professional growth and development.
- > Managed and improved processes through continuous evaluation of efficiency indicators.
- > Developed and implemented PM Cockpit, a management and control platform for financial and process efficiency indicators, resulting in improved business performance and decision-making.

**Product Manager, Croudcare
(2015 – 2016)**

- > Managed health platforms, including identifying client needs, eliciting and analyzing requirements.
- > Managed features with marketing and development teams.
- > Leveraged product thinking design to optimize customer satisfaction and retention, using metrics of health platform client usage and analyzing client feedback.
- > Successfully communicated produced results to stakeholders and led cross-functional teams to deliver high-quality products.

**Assistant Lecturer, Universidade
de Évora(2010 – 2013)**

- > Taught degree and master degree courses in Mental Health and Psychiatry Nursing and Clinical Supervision.

**Director of Nursing,
Instituto S. João de Deus
(2010 – 2011)**

- > Implemented nursing care standards and ensured the quality of care provided to patients.
- > Developed and implemented recruitment guidelines for nurses and auxiliary employees.
- > Managed the selection of patients for long term hospitalization.
- > Promoted the professional growth and development of the nursing and auxiliary staff by providing coaching, mentoring, and training opportunities.

Profile

Since my early days, I have been influenced by the values of the Scouts and their emphasis on civic engagement and reflection on social issues. This has instilled in me a strong sense of responsibility towards society and has led me to engage in various university, community, and volunteering activities over the years. These experiences have enriched me on a personal level and allowed me to gain a better understanding of people and their needs.

Currently, as a Customer Success Director at Habit, an insurtech company, my profound understanding of people and their needs has proven to be invaluable. It has enabled me to successfully align customer requirements with our company products. I also take on the responsibility of establishing and maintaining strategic partnerships, defining expectations, managing performance, and facilitating communication between the company and our partners, while keeping an eye out for new opportunities.

I am passionate about agile methodologies, design thinking, and lean processes to drive innovation and implement effective strategies for growth and retention. My expertise lies in the management of customer relationships, business development, and project management, with a strong focus on ensuring client satisfaction. Overall, I am a highly motivated and results-driven professional with extensive experience in the healthcare, insurance, and software industries. I am devoted to the success of my team and the organizations I work with, fostering a culture of teamwork and continuous improvement.

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Jorge Cravidão

Customer Success Director, Habit



“The important thing is not to stop questioning. Curiosity has its own reason for existing. One cannot help but be in awe when he contemplates the mysteries of eternity, of life, of the marvellous structure of reality. It is enough if one tries merely to comprehend a little of this mystery every day.”
– Albert Einstein

Axians Digital Consulting (2020–present)

- > Manager responsible for the financial management of the Funds and Investment Business Unit.
- > Responsible for preparing commercial proposals for the Business Unit.
- > Project and program Management.

Novabase Digital (2018–2019)

- > Direction and Project Management of several management systems for several Operational Programs responsible for the Management of European Funds in Portugal

Novabase Business Solutions (2010–2017)

- > Project Management for the Development, Implementation, and Maintenance of the Portugal 2020 Information System for the Agency for Development and Cohesion.
- > Management of the “Balcão Portugal 2020” project – Electronic reception of applications and payment requests for European funds ERDF and Cohesion Fund under the Portugal 2020 Community Framework for the Agency for Development and Cohesion.

- > Management of the PIIC Audit Project – Platform for the Exchange of Criminal Information for the General Secretariat of the Ministry of Internal Affairs.
- > Management of the 2011 e-Census Project – Implementation of the information systems for electronic reception of the 2011 Census forms and the Fieldwork Control System for the National Institute of Statistics.

Novabase (1998–2009)

- > SI QREN Project Management – Implementation of information systems for the National Strategic Reference Framework (QREN) for the Financial Institute for Regional Development.
- > Management of Contingents, SIC-ES – Special Stamps, SIADF – Integrated Anti-Fraud Customs Information System, Surveillances and SLCE (Licensing and Foreign Trade System) Projects for DGITA (Directorate-General for Information Technology and Support for Tax and Customs Services).
- > Technical Coordination of the Team, Analysis, and Development of the SIGMA Project – Integrated Community Fund

Management System for the Autonomous Region of Madeira for the third community support framework (QCA III).

- > Analysis and Technical Coordination of the Project for modifications to the website of the Oncological Registry of the Southern Region (ROR-SUL) of the Portuguese Institute of Oncology of Francisco Gentil.
- > Maintenance and Development of SIDReg – Information System for Regional Development – Application that manages the financial management of community funds ERDF and Cohesion Fund under QCA II (second community support framework).
- > Maintenance and Development of SIGEP – Information System for Fisheries Management – Application that makes the financial management of the Financial Instrument for Fisheries Guidance European fund under the QCA II (second community support framework).

Profile

When I got my first computer (a ZX Spectrum 48k) at age ten, I realized that was what I wanted to do for a living. I have more than 25 years of experience in the IT sector. Right now I specialized in IT Solutions for European Funds Management. I’m a certified project manager with more than 15 years of experience in managing complex and challenging projects. During my career, I worked in several business areas such as European Structural Funds, Population Censuses, Customs, Health, or the various Criminal Police Bodies. I’m a curious person who likes to learn something new every day. I never let go of a problem without it being solved. Outside of work, I love music (especially Bach, but I like all types of music), computers, physics, and a good game of chess. My favourite movie is Modern Times by Charlie Chaplin which is always a constant source of inspiration.

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José Carlos Ferreira

Manager, Axians Digital Consulting

“I am I and my circumstance, and if I do not save it, I do not save myself.”
— José Ortega y Gasset



**Head of Digital Channels,
Banco de Portugal (2014 – today)**

- > Definition and implementation of the Bank's Digital Communication Strategy.
- > Coordination of Digital Communication Activities, Campaigns and Design of Communication Plans.
- > Manage content creation for digital channels (including video content and production).
- > Participation on working groups for shaping policy on Fintechs, Digital Finance.
- > Co-chair of the Eurosystem's Working Group on Digital Communication, an international forum of discussion within Central Banks to lay a common ground of central bank digital communication and initiatives.
- > Member of the UNECE steering committee, the United Nations Economic Commission for Europe.

**Business Design Strategist,
X-Team Australia (2013)**

- > Develop of new businesses and opportunities.
- > Developed and implemented communication initiatives for branding strengthening using Design Thinking.
- > Design of user-centric digital experiences.
- > UX and UI project management.

**Senior Consultant, Glintt
(2009 – 2013)**

- > IT Project management.
- > Coordination of development teams for IT projects.
- > Requirements analysis and functional specification.
- > Business Analysis, Pre-sales and live demos;
- > Implementation of BPA and BPM.

Profile

With more than 20 years of professional experience, I started my career as a consultant for big IT companies in Portugal. I've also worked with a Service Design Thinking team in a global digital company on projects worldwide.

Currently, I run digital channels for the Banco de Portugal, managing a cross-functional team of creative and technical professionals. Together, we aim to improve the bank's digital presence and understanding among diverse audiences.

I consider myself business-oriented, a quick learner, and enjoy working in multicultural environments.

Recent achievements include winning the Communications Initiative from the Central Banking Awards, launching the BdP Podcast, Instagram, Twitter, LinkedIn, a new Intranet, and a new website. Additionally, I boosted social media followership by more than 30% annually on platforms including Twitter, LinkedIn, and Instagram. I also reached a record 23+ million pageviews a year on Banco de Portugal's main website.

On a personal note, I hold my wife and my two daughters dear to my heart, and they provide me with unwavering love and support. In my free time, I enjoy traveling and meeting new people, as well as immersing myself in different cultures to learn about local habits and traditions. Over the course of my career, I discovered my passion for design and communication, which complement my IT background as an engineer. With a wealth of experience in both public and private sector roles, as well as a successful career in IT consultancy, I'm able to offer a fresh and dynamic perspective to every challenge I encounter.

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Luís de Carvalho Campos

Head of Digital Channels, Banco de Portugal



“My greatest pleasure is to make things happen naturally, regardless of their complexity.”

IQVIA – EMEA Commercial Operations Director

Reporting to EMEA FP&A Vice President, I lead the delivery of critical insights and implementation of operational improvements to drive enhanced business performance.

Main responsibilities:

- > Monitoring and managing delivery against a range of key performance indicators that drive operational enhancements, in partnership with the business – sales and pipeline metrics, project profitability and other productivity metrics.
- > Work with the Global Operational Excellence team to support the delivery of automation and efficiency enhancements across both Commercial Operations and Finance within EMEA.
- > Manage the sales incentive programme across EMEA, including regional sales teams plan design, targets setting, performance tracking and achievement calculations.
- > Responsible for Sales Administration Centre of Excellence (CoE), including regional expansion.

Capgemini – Chief of Staff to CEO

Reporting to the CEO, I had the responsibility to implement key internal projects, related with commercial excellence, business operations for margin improvement and M&A.

Key projects:

- > Altran acquisition integration Project Manager – coordination of full integration project between Integration Management Office and local stakeholders to ensure a proper processes and tools implementation.
- > Work with global team on Altran acquisition for local business pre-integration activities.
- > Implementation of a new 360° project management tool to improve project margin and resource allocation rates.

Capgemini – Transition and Transformation Senior Manager

Reporting to the Transition and Transformation head, I have supported the senior management team during the new global operating model implementation.

Main responsibilities and key projects:

- > Acting as business controller, providing commercial activity visibility and track record, through the creation of new Sales Management Dashboard.
- > Review and improvement of new internal commercial policies.
- > Provide all Commercial team and Top Management with knowledge management on group capabilities, external IT market trends and competitor dynamics analysis.

IMS Health – Finance and Business Controller, Portugal, Greece, Middle East and Africa

Reporting to the Region President and supported for a team of revenue analysts, I have acted as a revenue controller, ensuring US GAAP and company tools and policies compliance.

Main achievements:

- > Sales strategy definition and specific commercial processes implementation in collaboration with go-to-market local teams, to maximize countries revenues – proven by top line and EBITDA CAGR >10%.
- > Creation of a deep revenue analytic BI tool, to report revenue by client segment, product offering and by country/region, to improve the identification of new business opportunities and cross/up-selling revenue growth.
- > Define new Annual Revenue Budgeting and Monthly Forecasts processes.
- > Developed a weekly Sales Management Dashboard to report teams compliance, productivity and sales effectiveness KPIs, for both Sales and Consulting teams.

KPMG – Auditor

I started my career as a Financial Auditor in Banking sector, perform accounting analyses to make sure that a company's financial statements are correct and in compliance with generally accepted accounting principles.

Profile

More than a decade of combined FP&A, Business Controller and Process Transformation with proven experience in costs efficiency, new revenue generation streams, business governance, sales excellence, building reporting architecture and digital transformation projects, in Technology and Healthcare companies. I like to work closely with the Management team and managers of various areas of the company to coordinate and, where appropriate, direct different internal initiatives related to the objectives of growth, innovation, diversification and operational efficiency.

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Manuel Cordeiro

IQVIA – EMEA Commercial Operations Director



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**Managing Partner at Four Douro
(from 2017 to present)**

**Four Douro – Commercialization
and Distribution of Douro Wines**

- > Creation and Launch of the wine brand – Número Primo.
- > Definition of the company's strategy – Número Primo.
- > Definition of the marketing plan and its implementation – Número Primo.
- > Customer relationship, brand promotion and sales.

**Technical Director of Farmácia Carrilho
(from 2009 to present)**

- > Definition of the organizational framework.
- > Definition of economic and financial indicators in order to align the day-to-day activities of the pharmacy with the objectives.
- > Define, organize and streamline the commercial and marketing activities, products and campaigns.
- > Stock management and procurement.
- > Human resources, preparation of checklists and an Employee Manual, team organization, assignment of roles and tasks.
- > Creation of performance evaluation systems.

**Managing Partner of Gamboa &
Evangelista, Lda. (from 2009 to the
present)**

- > Responsible for the company's strategy.
- > Responsible for Human Resources, guidance and alignment.

**Non-Executive Director of the company
Cumtava, S.A (from 2015 to the present)**

- > Cumtava S.A, Real Estate Company, Agricultural Exploration and Health.
- > Definition of the Company's Strategy.

**Delegate of the National Association of
Pharmacies (ANF) in the Sotavento Region
(from April 2009 to April 2017)**

- > Responsible for communication between the Associative Structure and Pharmacies in the Sotavento Zone.
- > Organization and promotion of information sessions.
- > Representation of the National Association of Pharmacies in local actions.

**Assistant Pharmacist at Farmácia Carmo
(from 2005 to December 2008)**

- > Team manager, responsible for team alignment.
- > Responsible for boosting the commercial area, creating objectives and monitoring.
- > Creation, development and monitoring of indicators/objectives.
- > Stock management, promoting greater efficiency.

Profile

Degree in Pharmaceutical Sciences from the Lusófona University of Humanities and Technologies. Rooted in an entrepreneurial spirit, since the beginning of my professional life I have always felt driven to develop and create projects initially in the pharmaceutical sector, and more recently, in agriculture, namely in the creation and launch of a wine brand, Número Primo. Over the past 15 years I have worked in various areas of companies, accumulating experiences in the areas of Strategy, Marketing, Purchasing, Human Resources Management. I characterize myself as a competent, calm, friendly, reliable person with a sense of justice.

Manuel Cumbrera Tavares

Technical Director of Farmácia Carrilho (pharmacy)
and Administrator of Four Douro (Douro wines)



“Don’t let criticism destroy your dreams.
The only person who never makes a
mistake is someone who does nothing.”
– Albert Einstein

**Supply Chain Team Leader, FUSION-FUEL
(2023–present)**

FUSION-FUEL is a Portuguese spin off with experience in solar energy. It produces and markets grid-independent green hydrogen, with zero carbon emissions. Founded in 2020, it employs hundred and sixty people and has projects in Portugal, Spain, and USA.

- > Create supply chain management strategies, increasing efficiency and speed.
- > Team management and foster collaboration with other departments to close operational gaps.
- > End to end supply chain management, from sourcing, product design and procurement of raw materials and services, to production and final delivery of finished product to the customer.

**Procurement & Logistic Manager, UTIS –
Ultimate Technology to Industrial Savings
(2021–2022)**

UTIS is a Portuguese company founded in 2018, joint venture between Ultimate Cell and Semapa Group. It manufactures hydrogen production units, with an innovative technology for the optimization of internal and continuous combustion equipment. It employs sixty people and has projects across EMEA and Latin America.

- > Create a new procurement and logistic department.
- > CAPEX & OPEX planning and execution for new warehouse and hydrogen production plant.
- > Ensure effective supply chain for the organization, across EMEA and Latin America.

**Procurement Specialist, YILPORT Iberia
(2019–2021)**

YILPORT Iberia is a Turkish multinational company – YILDROM Group – dedicated to port management, has approximately three hundred employees spread across its seven business units in Portugal and Spain and operates the movement of national and international goods by sea. The Company, through its other subsidiaries, offers chrome ore mining, ferrochrome, coal trading, fertilizer production, shipping, and shipbuilding.

- > Negotiation of framework agreements.
- > Evaluate tenders and contract awards based on recommendation reports.
- > Establishing contracts for the expansion and modernization of port terminal structures and facilities.

**Managing Partner, Entrepreneur initiative
(2014–2020)**

In 2014 I joined a partnership in the retail sector, food & beverage. Over six years I have launched two brands, RISOTTO and ESCAPE COFFEE, with two physical stores in Sintra and Lisbon, and employed sixteen people.

- > Profit & Loss (P&L) management.
- > Sales & Marketing management.
- > Recruiting and hiring staff.

**Head of Procurement & Logistics,
Siemens – SIMEF, ACE (2011–2018)**

Siemens is a German multinational technology company focused on industry, infrastructure, mobility, and healthcare. In Portugal, it employs more than two thousand professionals.

- After two years working at Siemens as a Sales Engineer for the mobility sector, I was invited to assume responsibility for the procurement and logistic in a new joint venture – SIMEF, ACE – dedicated to the engineering and maintenance of railway equipment.
- > Team management.
 - > Annual purchasing plan definition and monitoring.
 - > KPIs establishment and monitoring.

Profile

Highly motivated, entrepreneurial, and business-driven professional. I am graduated in electrical engineering – industrial automation and power systems – and have training in supply chain and logistics operations. I am passionate about my wife and sons, for knowledge and personal development, and have a special talent for dancing and teaching. Throughout my professional journey, I have been engaged with companies at different life cycle stages, assuming multiple responsibilities such as team management, designing and implementing internal processes and procedures, and resources relocation to fuel growth and efficiency. Experienced in start-up missions, I have contributed to the design and execution of procurement and logistics strategies, ensuring an effective supply chain, and addressing business needs with eyes on value creation. I walk my path towards virtuous leadership, to achieve a greater sense of personal fulfillment and high performance, both personal and for the people and organizations with whom I collaborate.

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Marco Silva

Supply Chain Team Leader, FUSION-FUEL

"If you want to go fast, go alone. If you want to go far, go together." – African proverb

SIBS Processos (nov. 2016 – present)
BTO/BPO/BPAAS Service Provider
Head of Transformation & Product Management Unit

- > As the Head of Transformation and Product Management Unit at SIBS Processos, I provide leadership to the team of product managers and lead strategic initiatives and projects for new service and product development to support digital business transformation of our clients. In this role, I coordinate pre-sales and business development activities, manage stakeholders, and coordinate teams composed of several internal and external team members with different profiles and roles. I also manage relationships, negotiations, and contracts with suppliers and third-party contractors, and conduct public presentations of SIBS' offer, products, and proposals to top and middle management. Additionally, I actively participate in the definition of the company's business and IT strategy, reporting directly to the Director of Projects and Innovation and working closely with the Manager Director.
- > I have been participating in two volunteer programs at SIBS – the SIBS Trainee Program and the SIBS PayForward Startup Program. These programs demonstrate my commitment to personal and professional growth, as well as my dedication to supporting the development of others.

SIBS Processos (mar. 2009 – nov. 2016)
BTO/BPO/BPAAS Service Provider
Project and Product Manager, Business Developer

- > During my previous role at SIBS Processos as a Project and Product Manager and Business Developer from March 2009 to November 2016, I successfully managed and coordinated

several projects and led the development of two innovative solutions that enabled electronic billing and document exchange between trading entities. I also led several BTO projects in different sectors, such as banking, insurance, telcos, and utilities, where I used technology to optimize and increase efficiency for all stakeholders involved. In this role, I participated in several initiatives and projects with different roles, such as technical solution architect, functional and technical analysis coordinator, and integration, SAT and UAT teams. I was also responsible for leading the process of enhancing the company's existing products and creating new solutions/products, including support for Document Management Outsourcing and BPO/BTO solutions.

- > As a Business Developer, I coordinated pre-sales activities, initiated strategic partnership actions, and managed the coordination of several proposals in response to RFPs. I actively participated in the company's business and IT strategy, managed stakeholder relationships and negotiated with suppliers and 3rd party contractors. Additionally, I performed public presentations to top and middle management.

GFI Portugal – Services and Consulting
(dec. 2000 – mar. 2009)

Senior Consultant/Project Manager

- > Assumed various positions, including Project Manager, Technical Team Leader & Architect, and Analyst & Developer. I was responsible for activities such as development, technical and functional analysis, test plan definition and creation, unit and integration testing, and production support during project deployment. I also participated in task forces for identifying the origin of production problems and their resolution, developed functionalities and

auxiliary processes to help product support teams, led analysis and development teams, and coordinated multi-location and different culture IT development and testing teams (e.g., Portugal and India). I also managed and technically coordinated several projects, defined requirements and functional processes, and created user manuals and user training.

Other professional experiences
(sep. 1998 – sep. 2005)

Experience as a teacher in:

- > One of the most renowned engineering universities (ISEL – Instituto Superior de Engenharia de Lisboa), lecturing programming and Information Systems subjects;
- > A Technical Education School (EPGE – Escola Profissional Gustave Eiffel), teaching several programming disciplines to level 3 and 4 courses and guiding professional internship and final course project of senior students.

Profile

As an accomplished engineer with 22 years of experience in technical, business, and digital transformation consulting, project management and product management in several industries such as Telcos, Insurance, Banking and BPO / BTO Service Providers, I have gained an in-depth understanding of the business landscape and developed strong leadership skills. I hold a degree in Computer Science Engineering from ISEL – Instituto Superior de Engenharia de Lisboa, a post-graduation in Project Management, several executive programs, and will be finishing an Executive MBA from AESE / IESE in July 2023. Throughout my career, I have applied my technical expertise to create innovative solutions that drive business success. With my experience and my Executive MBA, I am confident that I can excel

in any role. My MBA program has sharpened my strategic thinking abilities, developed a keen understanding of finance and accounting, and taught me how to build and lead high-performing teams. I have also networked with a diverse group of professionals from a range of industries, gaining valuable insights into the challenges and opportunities facing businesses today. I am an enthusiastic, ambitious, and results-driven change agent who is motivated to innovate and challenge the status quo. I bring business processes and technology together, demonstrating a broad technical understanding. I have solid experience with senior executive engagement and facilitation, serving as an ambassador for Digital Transformation, supporting CXO and senior management to set the strategic directions for future digital development, providing knowledge and tools to solve complex business problems. My leadership skills are grounded in my ability to build and maintain effective stakeholder relationships, provide support and guidance to cross-functional teams, grasp business strategy, anticipate trends, and propose transformation solutions through collaboration with key stakeholders. I have experience in driving large and complex transformation initiatives/programs, working effectively under pressure, and telling a story and contextualizing complex challenges into an understandable narrative. I am highly collaborative, a problem solver, and a customer-driven professional. As an effective team lead, I have experience in managing cross-functional teams in projects with tight deadlines and multiple scopes, being usually recognized as a proactive, assertive, and trustworthy person. I have the ambition and desire to embrace new challenges, with higher complexity and responsibility in any Business area at a Senior Level.

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Marco Soares

Head of Transformation and Product Management Unit,
SIBS Processos

“Try to become a man of value instead of a man of success.”
– Albert Einstein

Independent consultant in social business (2022 – present)

- > Support Social Organizations in their financial and social impact funded project reports.
- > Support the development of a Startup of Innovation and Social Entrepreneurship.
- > Promote partnerships between the social and private sectors.

Finance and Administrative officer, VilacomVila Association (2019–2022)

- > Financing structure for 3 years including Portugal Inovação Social (P2020) application, grant management and private fundraising.
- > Business model development involving a social business pilot implementation in catering industry.
- > Setting up a multidisciplinary team (selection, recruitment, and training).

- > Conception and deployment of volunteer programs.
- > Social impact assessment model development and implementation.
- > Support companies, large and PME, in integration and hiring intellectually disabled people.

Airports and Avition Manager, VTM Global Consultancy (2013–2018)

- > Development and implementation of a collaborative monitoring program, to improvement airport passenger process in the 5 main Portuguese airports
- > Service Level Agreements (SLA) definition and negotiation in airports passenger process involving 5 airports boards and more than 25 entities (public and private).
- > Coordination of several studies of airport passenger satisfaction with non-aviation services (Rent-a-Car, Parking and Retail).

- > Selection, training, and coordination of large teams to collect massive information in different geographies.
- > Strategy studies for public and private transport operators.
- > Heavy collaboration in VTM's internationalization strategy and implementation.
- > Research, Development and Innovation (R&D&I) process implementation.
- > Demand studies for road and airport infrastructures in Portugal, Cabo Verde and Chile.
- > Road and airport infrastructures due diligence for public and privets clients (concessionaries, contractures and banks).

Profile
I'm passionate about social causes and convinced that it is always possible to do better. Therefore, I joined the social

sector 3 years ago to implement a social entrepreneurship project. I have a background in Civil Engineering and 13 years' experience in consultancy in the transport sector. I consider myself to be a mature, pragmatic and resilient person, who is driven to achieve results and focused on strategy and business development. I have an innate ability to establish and promote relationships between people and a proven track record in team leadership, particularly in periods of organizational transformation. My passion for developing the people around me means that I continuously invest in team building. My management experience began as a consultant, but it was the successful implementation of a social innovation project that led me to become a manager. I'm at my best when I combine my experience with strategic and leadership skills in the area of innovation and social responsibility.

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Mariana
Falcão Mena

Independent consultant in social business

“Somewhere, something incredible is waiting to be known.”
– Carl Sagan

**Risk Management Deputy Director,
Luz Saúde (2018 – Present)**

- > Led all the Enterprise Risk Management activities including risk appetite and tolerance proposal, and risk assessment execution jointly with the risk owners, KRIs and risk and data analytics reporting.
- > Developing and implementing risk management policies, procedures, and strategies to ensure that potential risks are effectively identified, assessed, and managed across the organization, such as medical errors, security breaches, operations, finances, reputation, and regulatory compliance issues.
- > Data analysis to identify trends, patterns, and insights that support business decisions.
- > Ensuring alignment of risk management with corporate strategy, focusing on more effective and efficient processes, cost reduction and client experience improvement, being recognized by organization internal award.
- > Reporting risk management issues and solutions to senior management and the board.

**Quality and Patient Safety Committee,
Hospital da Luz – Lisboa (2016 – present)**

- > Responsible for overseeing and providing safe, effective, and high-quality care to patients and includes clinical staff members and top management.
- > Monitoring and analyzing data on patient outcomes, safety incidents, and other relevant indicators.
- > Certification in Internal Auditing and managing various projects, including the Joint Commission International Accreditation.

**Project Manager,
Luz Saúde (2009 – 2016)**

- > Managing digital transformation processes to improve the focus on patient care, productivity, and hospital efficiency through the development and implementation of information systems such as electronic health records, telemedicine, and clinical decision support systems.
- > Managed and improved processes through continuous evaluation of efficiency indicators, resulting in improved business performance and decision-making.
- > Fostered a collaborative work environment and provided guidance and support to team members to facilitate their professional growth and development.

**Application Specialist,
Siemens Healthineers (2007 – 2009)**

- > Provided technical support, troubleshooting, and training to the users of medical equipment and information systems in national and international projects.
- > Identified commercial opportunities that contributed to sales processes resulting in increased revenue and customer satisfaction improvement.

Profile

I am a curious person who likes to learn something new every day. I come from a small village, and from an early age, I had to leave my town to study and work in different cities, which taught me the value of resilience, integration and adaptability to diverse environments. In addition, my commitment to various volunteering activities over the years showed me the importance of giving back and making a difference in someone else’s life, while meeting great people that shaped the way I am today.

With over more than 15 years of experience in the healthcare industry and a strong background in management, data science and engineering, I have been contributing to the digital transformation processes of analytical ecosystems, by integrating data solutions,

design processes and change management across multiple business areas.

My work experience in the field and extensive clinical, financial and operational knowledge, has allowed me to promote a teamwork culture, with a strong focus in continuous improvement. Being results-driven, dynamic, creative and a good humoured person, I also love reading, running (my goal in the near future is to do a marathon) and travelling to know new cultures.

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Marisa Leal Ferreira

Risk Management Deputy Director, Luz Saúde

“Life is like riding a bicycle. To keep your balance, you must keep moving.”
– Albert Einstein

Quality Director @ Corden Pharma Lisbon, S.A. (2022 – present)

- > Quality Unit Management which includes Quality Assurance Operations, Quality Control, Quality Systems, Qualified Person, of 2 sites IN LISBON.
- > Leading, motivating and training 30 persons including 5 direct reports.
- > Regulatory support.
- > Implementation, maintenance and improvement of compliant quality processes and systems addressing local and global context, technical support, resources management, P&L and budget execution.
- > Optimize financial resources: CAPEX, OPEX and financial KPI.
- > KPI implementation and Management.
- > Communication with internal and external stakeholders.
- > (Corden Pharma group acquired VIFOR PHARMA Lisbon in February 2022).

Director, Head of Quality Management @VIFOR PHARMA Lisbon (2018-2022)

- > Quality Unit Management which includes Quality Assurance, Quality Control, Validation & Metrology, Qualified Person

and Clinical trials, of 2 sites. Reporting to the Global Head of Quality (Switzerland).

- > CMO management (in Canada).
- > Leading, motivating and training 35 persons including 7 direct reports.
- > Implementation, maintenance and improvement of compliant quality processes and systems addressing local and global context, technical support, resources management, P&L and budget preparation and execution.
- > Participation in projects (including as sponsor) which contributes for business development and Global Quality Management organization. Ensure resource availability and alignment to execute site and corporate project.
- > KPI definition and management.

Technical Unit Manager, Life Sciences Pharma Unit @ALTRAN Portugal (2017-2018)

- > Management of Life Sciences Technical unit, leading a team of around 70 persons, including 1 direct report, placed in Lisbon and Porto.

- > Responsible for Pharma Academy (1-month intensive training in GMP to 25 consultants; coordination of the academy and part of the training team).
- > Resource management, team growth (development plans) & recruitment, technical coordination and training.
- > P&L and budget execution, technical vitality. Business reviews.
- > Business development supporting new offers for customers and technical support according to company strategy.

Head of Quality Assurance @IBERFAR Indústria Farmacêutica S.A. (2009-2017)

- > Quality Management of entire chain and activities of a product lifecycle – from supply chain to expedition and post-distribution, leading a team of 8 persons.
- > New business development.
- > Product transfer (From cost estimation, planning to closure of the project, client support).
- > CMO management in a client perspective. From 01/2009 to 04/2009, had the role of Production Manager (oral solid and liquid forms)

Profile

From an early age, I had the opportunity to have contact with the job market in various areas, working while studying. This experience not only provided me with economic independence but also allowed me to step out of my comfort zone, grow personally, and develop skills such as focus, attention to other's needs, teamwork, and organization. I have more than 20 years of experience in the pharmaceutical industry environment and business development acumen, combined with cross-functional knowledge and experience, from Manufacturing, regulatory, supply chain and customer service, to Quality leadership experience and development. I am results and customer driven, thrive in fast-paced work environments, and enjoy collaborating in international, multi-cultural teams.

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Marta Monteiro

Quality Director, Corden Pharma Lisbon, S.A.



“I hope I shall possess firmness and virtue enough to maintain what I consider the most enviable of all titles, the character of an honest man.” – George Washington

**Commercial Development Specialist,
Nestlé Portugal (2023–present)**

Responsible for prioritizing channels, managing product and client mix and defining the category point of sales Picture of Success, before aligning the Sales, Marketing, Finance and Supply Chain teams to implement winning omni-channel strategies for the Nestlé’s largest business retail in Portugal – Coffee – dealing with blockbuster and market leading brands such as Nescafé, Buondi, Sical, Mokambo, Starbucks by Nespresso or Nescafé Dolce Gusto.

**Key Account Manager,
Nestlé Portugal (2018–2022)**

(Sonae and El Corte Ingles in 2021–2022 | Pingo Doce, LIDL, DIA and Leclerc in 2020–2021 | Intermarché, Auchan, Leclerc and Independent Supers in 2018–2019)
Defining and executing strategies and plans in key retail clients to deliver business objectives and market share gains. Managing and negotiation of innovation and portfolio distribution, product sales mix, promotional plans and in-store communication to deliver sales growth, profitability and market share gains within the clients, while driving and nurturing long-term business relationship with direct customers.

**Demand Planner,
Nestlé Portugal (2016–2018)**

Leader of the monthly business planning cycle with the Business Director and key stakeholders from Marketing, Sales and Finance, creating demand forecasts for the Coffee category applying analytical tools to marketing, sales and customer data to estimate future demand. This forecast is used as the key input for factory production plans, inventory flows and the business monthly sales forecast.

Successfully implemented SAS in 2018 with a new planning method that achieved an all-time high Demand Plan Accuracy, which allowed for a service level above 99% and a reduction of over 8.000 in-stock pallets.

**Master Production Scheduler,
Nestlé Portugal (2014–2016)**

Responsible for developing the weekly master production plan for the Avanca factory in the Dairy and Infant Nutrition production lines (Cerelac, Nestum, Nido, Pensal, etc) and coordinating the outbound dispatches and sourcing to 30+ countries.
Developed and implemented a new production cycle that optimized batch sizes and stoppage times consistent with worker shifts, plant capacity and demand forecast that allowed for an overall capacity increase of over +15%.

**Supply Network Planner,
Nestlé Portugal (2012–2014)**

Coordinator of the inbound supply network from 10+ international factories, responsible for the stock level optimization for the Coffee and Chocolates categories, managing brands such as Nescafé, Buondi, Sical, KitKat, Lion, Nesquik, among others.
Key targets consisted of minimizing warehouse stock levels, while assuring prime service level and improving inbound supply cost efficiency.

Profile

I entered the Nestlé world in 2012 and have since experienced a broad variety of roles in Supply Chain, where I developed my analytical, problem solving and transformation skills, having challenged and contributed to change many established processes, improving the efficiency of the supply network, factory operations and business planning process. After working with the Coffee business as a demand planner I joined the team as a Key Account Manager where I developed my negotiation, communication and strategic thinking skills. Over 5 years I managed different clients with increasing responsibility and different dynamics, delivering consistent improvements on profitability and market shares while reinforcing solid partnership relationships.

I am typically recognized for my strategic thinking, business savvy, curiosity, result focus and the constant search for continuous improvement opportunities. I have a strong sports practice background which translates to an ambitious and persistent nature and a strong passion for teamwork.
After 9 years in the company, I accepted the challenge to participate in the AESE Executive MBA, adding to my academic background in Business Administration, having completed a Masters in 2013 with Major in Strategy & Entrepreneurship and a Minor in Corporate Finance in the Universidade Católica de Lisboa after graduating in Business Administration in the Universidade NOVA de Lisboa in 2011, including an international experience during the 2010 winter semester in Sweden in the University of Gothenburg.

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Miguel Patrão

Commercial Development Specialist, Nestlé Portugal

"Be yourself;
everyone else is already taken."
– Oscar Wilde

CEO, To World – Healthcare Solutions & Service – Portugal (2015–present)

To World is a Portuguese healthcare company that provides solutions and services related to healthcare. Some of the services include:

- > General and specialized consultations in various medical fields (TW CLINIC@)
- > Partner of a multinational specializing in the design and commercialization of genetic clinical diagnosis products and services. (TW GENETICS@)
- > Nutritional supplements: The company offers a range of nutritional supplements, including vitamins, minerals, and herbal remedies, to help support overall health and well-being. (TW WELLNESS@)
- > Healthcare consulting: consulting services to healthcare providers and organizations, helping them improve their operations and services. (TW CONSULTANT@)
- > IT solutions: The company develops and implements healthcare IT solutions, such as electronic health records and telemedicine platforms. (TW CONSULTANT@)
- > Medical equipment: provides medical equipment and supplies to healthcare providers, including hospitals, clinics, and laboratories. (TW PROJECT@)

- > Training and education: The company offers training and education services to healthcare professionals, helping them stay up-to-date with the latest developments in the field. (TW ACADEMY@)

Consultant for Organon International Inc. (2019 – present)

- > Consultant for a international medical company regarding fertility products sales.

Medical Doctor – Obstetrician Gynecologist and Reproductive Medicine Doctor (2013 – present)

- > Direct contact with patients who are struggling with fertility and assess their needs to determinate the best treatment.
- > Discussing possible fertility treatments options, such as Artificial insemination (AI), intracytoplasmic sperm injection (ICSI) treatment, In vitro fertilization (IVF) cycles and fertility preservation.

Profile

As a dynamic and enthusiastic person I pursue and engage excellence within not only clinical practice but also within other areas such as scientific challenges and management projects.

I like to stay informed on the latest research and technology in reproductive medicine and women's health. From 10 years of experience and knowledge, I work with quality and professionalism.

Furthermore, I have a Master in Reproductive Medicine from the Universidad Rey Juan Carlos, in Madrid, and Fellowship in Medically Assisted Procreation, at the Centrum Voor Reproductieve Geneeskunde, UZ Brussel, in Brussels.

I am the author of more than 80 lectures and communications at technical and scientific meetings, and the author and co-author of several publications in national and international journals and books.

Currently, I am a Phd student at Escola Nacional de Saúde Pública – Universidade NOVA de Lisboa.

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Miguel Raimundo

CEO, To World – Healthcare Solutions & Service – Portugal

“The minute you get away from fundamentals – whether its proper technique, work ethic, or mental preparation – the bottom can fall out of your game, your schoolwork, your job, whatever you’re doing.”
– Michael Jordan

**Director of AQUALOGUS Asia
(2021 – present)**

Following my previous experience in managing various projects in Asia, I was entrusted with the exciting task of launching AQUALOGUS' new subsidiary in the region, which involved navigating complex cultural and business landscapes to ensure its successful establishment.

- > Executive Management, overseeing day-to-day business operations of the subsidiary company, ensuring alignment with corporate strategy and objectives.
- > Manage budget and financial performance (P&L), including forecast and reporting on revenue, expenses, and key performance indicators.
- > Responsible for the Business Development, by implementing long-term business plans to drive growth and profitability.
- > Responsible for the Management of relevant World Bank (WB) and Asian Development Bank (ADB) funded consultancy contracts in India (> 2M USD), from contract negotiation to the execution phases.
- > Engage with key stakeholders, including clients, vendors, and employees.
- > Negotiate contracts and agreements with clients and other business partners.

**Project Manager in AQUALOGUS
– Engenharia e Ambiente, Lda.
(2018 – present)**

- > 10+ years of working experience, mostly dedicated to hydraulic engineering, water resources and renewable energy sectors. My particular fields of interest and expertise are hydropower, hydrological and hydraulic modeling, flood risk assessment and climate change adaptation.
- > Project Manager in Water Resources and Energy Department since 2018.

**Hydraulic Consultant Specialist in
AQUALOGUS – Engenharia e Ambiente,
Lda. (2013 – 2018)**

- > As a hydraulic engineer, I have participated in more than 30 projects in water sector, from pre-feasibility phase up to detailed engineering design phase.
- > Participate in various complex projects in several countries: Portugal, Spain, India, Pakistan, Brazil, Nicaragua, Zimbabwe, Algeria, Morocco, and Mozambique.

Awards and honors

- > 3rd Innovation Junior Engineer Award 2013 from the Portuguese Engineers Association (Ordem dos Engenheiros) which intend to promote and reward works with an innovative approach and practical applicability, from all engineering domains.
- > APRH Award 2012-2013, a biennial initiative which recognizes the best Hydraulic and Water Resources related works/studies performed under MSc and PhD thesis.

Profile

As a dynamic and driven executive, I have been entrusted for launching the business operation of a new subsidiary company for the Asia-Pacific Market (APAC) in 2021. Since its foundation, I'm responsible for the executive management, overseeing day-to-day business operations and implementing business plans to drive growth and profitability. With a solid background in engineering and business development, I have a natural flair for identifying new business opportunities and building relationships with key stakeholders. Excellent organizational skills, attention to detail and the ability to solve problems and make decisions have enabled me to effectively manage several international projects throughout my career, particularly in multicultural environments. I'm adaptable to

change and thrive in fast-paced environments, building strong relationships with multicultural teams and fostering a positive work culture. With a passion for learning and a strong work ethic, I am thrilled to continue my career journey and take on new challenges in the world of business.

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Miguel Rocha Silva

Director of AQUALOGUS Asia



“Life is to be lived with a smile as much as we can.”

Executive Board

(2023 –) Grupo Durit.

Board

(2019 –) DuritCoatings.

Plant Manager

(2007 – 2022) Durit – Metalurgia Portuguesa do Tungsténio.

Production Manager

(2000 – 2006) Moldit Industries.

Profile

Since ever I work in a family business, started from the production till the top management. I started working for the family industry group, first managing an injection area. After and the last of these industries is unique in Portugal and is dedicated to the production of high precision tools in tungsten carbide for wear applications and exportation mainly to German. This is a very demanding industry because of the type of product, competition and customers, both with high production, research and development profile.

After some years, I decided to have an experience abroad, moving one year to Durit’s partner company in Germany, experiencing close contact with partners and customers and making good friends. Returned to Portugal, to become plant manager at a Durit, as I said an engineering and manufacturing plant of high precision parts in carbide. This position requires to work with a wide variety of highly demanding customers from different markets, like automotive, petrochemical, and metal packing. Most of the production is exported, mainly to Europe and South America.

I must emphasize that the culture in which Durit was born and developed, and that was transmitted to me, was always one of innovation and was guided by great respect for its employees. Durit was always collaborated with high education research and development institutions, fundamental for its development.

In industrial environment I had the opportunity to acquire technical capacity and sensitivity to understand the important details of operations and production management

and to develop skills very useful to acquire the essence and leadership with colleagues, collaborators, suppliers and customers, very important elements of the production chain and for life of the business.

As a family businesses that fundamentally export for very demanding markets, I learned and I must recognize the value of know-how associated to deep knowledge and risk management as fundamentals and motivating tools to compete in the market and ensure the continuity. I have deep convictions that innovative sustained growth cannot, and making use of a common sense, in contradiction with an increasing unpredictable world, be based only on the knowledge of experience.

To understand in detail the management of people and to be able to contribute decisively to the success of my life, that is also the life of many people, I decided to join this course. One of the main objectives was to understand and to be able to make decisions related to the profitability of our time and resources, which are both scarce and which must be used with passion.

After gaining new insights, different perspectives and accurate methodologies, is now the time for looking forward to take the family business destiny also on my hands, making it evolving and expanding. I think know that this objective is very demanding but can be achieved. Sincerely, I want to thank all those that can contribute, from Employees of the companies where I was and I am actually, Colleagues and also to the Professors. In particular, I also want to thank to my Family who supported and encouraged me from the beginning. As a lesson from this professional path, I can say that I have a strong conviction that decisions must be based on data and are often solitary, but teamwork and the involvement of collaborators are essential for success. But I am also convinced that a good feeling should never be underestimated.

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Miguel Valente

Executive Board, Grupo Durit



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“Mens nostra concordet voci nostrae.”
– Rule of Saint Benedict

**Executive Director,
Congregation of the Holy Spirit**

- > Economic and financial council member.
- > Portuguese province management strategies development and execution.
- > Strategic and annual plans and budgets, and accounting reports coordination.
- > Business plans development and implementation.
- > Operations, resources, investments and financial performances coordination.
- > Development of relations inside and outside the congregation.

**CFO, World Youth Day
Lisbon 2023 Foundation**

- > Strategic and annual plans and budgets, and the accounting reports coordination.
- > Decision support with periodic financial reports.
- > Financial, accounting, treasury and purchasing processes coordination.
- > Business plans and policies development coordination.

**Economic and Financial Manager,
Shrine of Fatima**

- > Economic affairs council, financial investments commission, and communication & image commission member.
- > Annual plans and budgets, and accounting reports follow up.
- > Implementation of multidisciplinary projects coordination.
- > Management of properties, copyrights and publishing license registries.
- > Strategic and operational planning and coordination of commercial units.

**Operacional Manager,
Sensil – Taking Care**

- > Home health business unit management.
- > Planning and implementation of financial planning and accounting control.
- > HR policies and procedures coordination and implementation.
- > Daily operations planning and coordination.

**PRT Army Lieutenant,
Portuguese National Defense**

- > 2nd army commander aide-de-camp.
- > Military hospitals restructuration, and financial control of the Army follow up.
- > Decision support with periodic management reports.
- > Infantry battalion's HR management, 2nd in command of a company, and leadership of a platoon.

Profile

I yearn to make organizations grow in a natural real way, and I build that through strategy, development, and decision.
Along my path I've successfully restructured BU, implemented quality systems, improved revenue growth in 22%, scaled profit margins in 7%, and lead multinational teams from 11 to 240 people.
And, at the end of the day, my commitment is all about people.

Nuno Santos
da Silva

Executive Director, Congregation of the Holy Spirit

"As we look ahead into the next century,
leaders will be those who empower others."
– Bill Gates

**Project Manager, WYcreative
(2021–present)**

- > Coordination of multidisciplinary teams (designers, digital engineers, strategists and copywriters).
- > Development of websites from scratch, optimizing online brand awareness, creating brand concepts and strategies.
- > Management of project budgets and cost control.

**Digital Manager, HEYdigital
(2019–2021)**

- > Improvement of marketing approaches and optimized performances.
- > Management of digital presence of clients operating in different sectors.

**Digital Consultant, Capgemini
(2018–2019)**

- > Management of enterprises transformation projects through data enhancement and Robotic Process Automation (RPA).
- > Management of Marketing Cloud solutions with Salesforce.
- > Development of a humanoid robot project with business application.

**Brand Manager, Wickett Jones
(2017–2018)**

- > Responsible for customer experience transformation, optimizing the quality of service.
- > Internationalization of the brand.
- > Leadership of public relations and social media departments.

**Project Analyst, Fabernovel
(2015–2017)**

- > Improvement of strategic business plans, creating new products and services through Design Thinking tools (Nestlé, Brisa, HomeLovers, Unicer, Louis Vuitton, Airbus).
- > Responsible for the Executive International Learning Expeditions, cooperating with international entities.

Profile

Patricia has always been inspired by the taste for novelty, looking for challenges accompanying the speed of new economies. A creative and positive person, she became an enthusiastic team player with a genuine passion for listening to and observing people, in order to solve problems and add value.

She seeks to be a constant learner. Therefore, having chosen Business Management at ISG, she then focused on Digital Marketing and Luxury Management at ISEG, which gave her the dynamism and flexibility her profession requires.

After several years managing teams and dealing with multiple scopes and cross-functional projects (real estate, banking, education, tourism, food industry and health), she acquired a relevant experience in the digital transformation.

A sailor, not only in real life, but also when it comes to adjust and optimize integrated methodologies, she thrives in improving service quality through omnichannel projects.

Focused on her performance as far as networking is concerned, she applied for the executive MBA at AESE, believing that it is an accelerator in terms of knowledge and developing soft skills.

She is usually recognized as a resilient, assertive and trustworthy person.

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Patrícia Ruiz

Digital Project Manager, WYcreative

"Attitude is a little thing
that makes a big difference."
— Winston Churchill

**Rede CLARO – CEO
(2009 – Present)**

The company is a leading group of pharmacies in the market for the last four years. Provides services in the areas of finance, operations, marketing and sales, and human resources.

- > Founder and Executive Partner with Technical and General Management functions.
- > Also responsible for HR and the performance evaluation and training plan for the team and for a group of 938 Pharmacy employees.

**Instituto Superior de Ciências Saúde Sul
– Professor (2016 – Present)**

Guest speaker at the Annual Internship Program for Graduation students, within the scope of Community Pharmacy management.

**Bluepharma Genéricos
– Counselor (2009 – Present)**

Bluepharma markets medicines and health products in several therapeutic areas. A Portuguese brand of trusted generics for everyone, users and health professionals.

- > Member of the General and Supervisory Board.
- > Responsible for the definition and approval of the annual business plan and budget. Business Reviews.

**Rethinking Pharmacy
– Advisor (2016 – Present)**

A discussion forum to promote the debate on Pharmacy in Portugal, namely on current trends, threats, and opportunities, as well as to rethink and discuss the business model and the role of Pharmacy as a social and economy at a particularly critical time for the economy, stimulating awareness of change and how Pharmacy can develop the best model for its business.

**Cuidafarma
– Chairman of the General
and Supervisory Board
(2021 – Present)**

A Portuguese company that offers a complete and diversified portfolio of medicines and health products, to respond to the needs of pharmacies and their users. The strategy privileges pharmacy as a channel, establishing strategic partnerships and finding solutions that contribute to the growth of the sector and to the health of users.

- > Executive partner involved in the definition and approval of the annual business plan and budget. Business Reviews.

Profile

Family: born on March 26, 1981, with 3 children and who comes from a large family.

Pharmacy: graduated as PharmD from Universidade de Lisboa and additional trainings in health and management from Universidade Católica Portuguesa and Escola de Pós-Graduação em Saúde da ANF.

Believer: a Community Pharmacy with excellent and multidisciplinary professionals, relevant to the well-being of populations, as a solution for information, accessibility, and proximity in health.

Passionate: about teams and their professional and personal development. Start-up mindset: particularly like working with uncertainty because I consider myself a problem solver.

Results driven: resilient who believes in a perfect mix with 70% of Attitude, 20% of team effort and 10% of skills.

Integrity, always.

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**Pedro Galvão
Vasques**

CEO, Rede Claro



“The success path is usually non-linear and usually non-synchronous with one effort, but keep your focus, faith, values and resilience and you will find the reward and realization you are looking for.” – Ricardo Mendes André

**Senior Project Coordinator,
China Three Gorges – Business Innovation
and Development Centre**

- > Coordination of CTGE R&D Centre projects in Europe.
- > Business, partnerships, and R&D Ecosystem development in Europe.
- > Development of company's R&D Roadmap, spanning from R&D business domains selection to R&D strategy governance, and project management governance models.

**Senior Project coordinator,
E-REDES/EDP Distribuição – European
Projects and European Affairs**

- > Coordinator of R&D European Consortiums (i.e. InteGrid) and main contact point with European Union.
- > Consultancy on EU energy policy affairs in electricity sector.
- > Participation as expert in EU R&D bodies (CIRED, IEC-Energy Storage, Bridge 2020).

**Senior Project Coordinator,
EDP NEW R&D**

- > Participation in the development of EDP NEW R&D (joint venture between EDP and China Three Gorges).
- > Demonstration work packages coordinator in R&D European projects (i.e SENSIBLE European Project).
- > Participation as expert in EU R&D bodies (CIRED, IEC-Energy Storage, Bridge 2020).

**Innovation manager,
EDP Distribuição**

- > Coordination of several internal R&D projects.
- > Coordinator of the first energy storage project installed in Portuguese distribution grid.
- > Participation in InovTeam Coordination team, focused on boosting the innovation and open mind spirit of junior engineers in the company.

**Project and contract manager,
EDP Generation**

- > Member of an highly qualified centralized engineering unit, responsible for the high-level maintenance and overhauls in EDP generation power plants, in Portugal, Spain, and Brasil.
- > Development of several reliability-based life-cycle and investment analysis in power generation scope.
- > Field engineer and site expert supervising power plants overhauls and failure troubleshooting in critical and heavy equipment.

Profile
Ricardo is a happy, energetic, rigorous, team centric and goal oriented senior professional and team leader, who is shifting his career from a successful engineering background level to a management and direction level. Ricardo is a highly experienced engineer, with strong technical background, and wide experience in energy sector, who is leveraging on that experience to become a leader in the sector he acts.

Ricardo's professional background in coordination of large-scale, multi-disciplinary, R&D and engineering projects coordination and teams' leadership, in the whole value chain of the electricity sector, give him the right competences and experience to better serve any business needs through an innovation driven approach. His more than 15 years of experience, in several companies of EDP Group (major Portuguese company and a reference in Europe), from generation, to distribution and R&D, and the recent move to China Three Gorges (world biggest renewable energy company), give him the right business experience and knowledge on the best practices in the energy sector. Ricardo's background in sports has contributed decisively to his team spirit and full acknowledge of real team building posture, towards a high-performance team management leadership.

“Leadership is the capacity to translate vision into reality.”
— Warren Bennis

**Dixtior, Lisboa, CEO & Financial Crime Compliance Expert
(June 2013 to Present)**

Founded and grew this Portuguese consultancy firm, specializing in both economics and information technologies, designing, and implementing solutions for global clients (Screening, Transaction Monitoring, AI Modelling, Profiling, KYC, KYT, KYE, Onboarding, Risk Evaluation, Due Diligence, Case Management, Audit Trail, Automatic Reporting). Project owner of AML Software (DCS) Development since June 2013.

**Credirisk, Lisboa, Financial Crime Compliance Consulting Director
(June 2011 to May 2013)**

Global provider of risk and compliance solutions for Banking, Insurance, Legal, Real Estate, and Utilities.

- > Appointed to provide AML consulting services to multiple banks, including Banco Sol, Banco Carregosa, and Caixa Económica de Cabo Verde.
- > Spearheaded delivery excellence, managing clients and the consulting team, directed major client engagements which led to 135% increase in profits, and monitored asset managements.

Led the design of new projects for the business, defining timelines, budgets, and scope of work plans.

**SIS – Portuguese Internal Intelligence Service, Lisboa, Superior Information Officer
(December 2006 to April 2011)**

SIS is tasked with producing security intelligence to assist political decision-makers. We aim to anticipate phenomena and knowing the threats to collective security. Employees are bound by a strict duty of secrecy, which is maintained beyond the end of their duties.

**Equifax Iberica, Lisboa, Principal Consultant
(June 2006 to November 2006)**

Global provider of credit risk and credit bureau for Banking, Insurance and other financial services.

- > Manage a team of consultants in the field of Credit Risk Analysis according to Basel II principles.
- > Developed work plans to meet business priorities and deadlines.
- > Provided outstanding service to clients to not only maintain but to extend the relationship for future business opportunities.

Profile

With a graduation in Economics and post-graduation in Financial Crime Compliance, I strive to drive growth and execute change and transformation in every aspect of my work. I am a results-focused Senior Executive and Financial Crime Compliance specialist with a track record of establishing and growing new start-ups and transforming value in the technology arena across multiple global industries.

As a calm, driven, and strategic leader, my strong focus is on customers. I believe in thinking outside the box to challenge the status quo and source relevant and appropriate solutions to support business needs. I am passionate about identifying and developing individuals' strengths and shaping team behaviors to enable a key focus on overall objectives.

My balance of commercial and technical acumen combined with fluency in governance, risk management, and compliance have enabled me to solve complex problems, develop partnerships, drive growth, and execute change and transformation. As a leader, I believe in identifying and developing individuals' strengths and shaping team behaviors to enable a key focus on overall objectives. To achieve success, it's not just about thinking outside the box but also about creating a culture where everyone feels empowered to do so.

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Rui Miguel Vicente

CEO and Founder Member of Dixtior



"If you always do what you have always done, you will always get what you have always got." – Henry Ford

Client Executive & Partner, Bring Global

- > Sales executive for Portuguese market focused on large accounts (Banking and TelCos) addressing the Bring's portfolio as Adoption Analytics, BI Cloud, Back-Office Optimisation & Processes, Democratisation of Banking and Custom Development.
- > As a client executive, he works very closely with the executive board and top management of his clients as a trusted advisor on transformation projects.
- > Develops strategic business plans for your accounts, to manage complex, consultative and long cycle sales.
- > Focused on achieving objectives, customer satisfaction and brand awareness.

Managing Partner of the Data Solutions business line, Bring Global

- > Led the Data Solutions business line with an expanded executive management board of six people, empowering the management team.
- > Took on the mission of recovering the business unit (turnover) that had accumulated losses from previous years.
- > Renewed portfolio positioning and developed new analytics and data governance solutions, notably accelerating the digital transition of banking with a focus on omni-channel.

- > Operational breakeven of the Unit (2022), with recovery of the contribution margin.
- > Turnover around 4M€ (2022).
- > Leadership team member of the global company.

Managing Director, Bring Chile

- > Already as a Partner, opened the office in Santiago de Chile in order to serve South America in large digital transformation projects. He have recruited and established the necessary partnerships to operate in the region.
- > Hired 100+ employees of various nationalities.
- > Turnover around USD 10M.
- > In 2019, initiated a downsizing program and closed its office at the end of a particular period. This was in response to the prevailing economic and social conditions, as well as the onset of the pandemic. The company was able to manage the process of terminating contracts and relocating employees with minimal economic and social impacts.

BI & Analytics Partner, Bring Global

- > Joined the Analytics business line as Manager to create a GeoIntelligence area, creating new analytical solutions based on the geographical dimension.
- > Developed supply and took senior business analyst roles in major digital transformation projects at TelCos.

- > Projects to be highlighted above 1M€: Safaricom (Kenya) and Entel (Chile and Peru).

Associate Manager, Novabase

- > Developed a strong relationship with Vodafone Portugal, allowing him to develop structuring consulting projects for the infrastructure and marketing of the TV service, namely, determined the best areas for investment in fiber-optic infrastructure for Lisbon and Porto.
- > Co-created a Geomarketing solution for Vodafone Marketing in order to leverage TV service penetration in Portugal. Today, that geo-marketing solution is a commercial and stand alone product in the market (www.mapidea.com).
- > In partnership with Deloitte, functionally led the project team and the relationship with the business areas in the transformation project of the decision support system for Unitel (Angola). Project co-managed by Deloitte and Novabase, turnover around 1M€ and 15+ people in the project team.

Profile

He has been working in information technology consulting for over twenty years, with an entrepreneurial attitude and focused on providing value to his clients. His professional activity has been developed between the European and South American markets with deep involvement in technology and business

transformation projects, mainly in the banking and telecommunications sectors. He acts essentially as trust advisory, supporting the C-Level in the operationalisation of the strategy.

He managed an Analytics (Data Solutions) business unit, leading a management team and approximately 40 consultants, giving him skills in business growth, business recovery, people development, creation of portfolio solutions, go-to-market strategies and operational management.

He launched the company's activity in South America - in Santiago de Chile -, creating a hub for the development of transformation projects for the region, namely in Chile, Peru and Brazil.

He works in a true team spirit, practicing active listening and giving recurring feedback to those he works with, as his motivation is to grow the skills of his teams.

He graduated in Computer Engineering from Universidade Nova de Lisboa, later complemented his training in business management by Indeg/ISCTE Business School and recently concluded the Executive MBA of AESE/IESE Business School.

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Rui Pedro Alves

Client Executive & Leadership Team Member, Bring Global



"All our dreams can come true
if we have the courage to pursue them."
— Walt Disney

**Hikma – Finance Manager
(2018 – Present)**

- > Implemented a new financial reporting system, as a result, increased reporting efficiency.
- > Successfully administered financial budgets, with required results, between 2018 and 2022.
- > Improved ties with all departments, which made it easy to reach out to them concerning financial matters.
- > Revamped the accounting system, which increased efficiency by 50% in handling accounting controls.
- > Recommending changes to improve financial performance.

**Hikma – Financial & Budget controller
(2010 – 2018)**

- > Redesigned and implemented more effective accounting procedures, which decreased paperwork by 90%.
- > Prepare budget and forecasts.
- > Ensuring accuracy of financial statements.
- > Overseeing all financial planning and analysis.
- > Partnered with relevant managers and department heads within the organization, resulting in increased comprehension of the financial system.

Hikma – Accountant (2005 – 2010)

- > Ensured that all taxes and financial regulations were delivered on time.
- > Handle monthly, quarterly and annual closings.
- > Provided training to all accountants that enlarged the team.
- > Reconcile accounts payable and receivable.
- > Compute taxes and prepare tax returns.
- > Manage balance sheets and profit/loss statements.
- > Report on the company's financial health and liquidity.

Deloitte – Accountant (2002 – 2005)

- > Gained experience in accounting and auditing of services and communications clients.

Profile

Management graduate from ISEG with additional training in taxes and management control from Católica Lisbon School of Business and Economics. I'm a highly organized person with a passion for working with numbers and helping organizations achieve their financial goals. With 20+ years of experience in the accounting and finance field, I'm an expert in producing a variety of routine and ad hoc reports as well as analysis for planning units. I'm recognized for establishing financial policies along with

identifying cost reduction opportunities.

Positive Attitude: I believe that positivity is contagious and strive to bring that energy to every situation. I always try to find the silver lining and inspire those around me to do the same. I believe that positive thinking will let us do everything better than negative thinking ever will.

Team Player: I have a natural ability to unite people and teams, bringing them together to work towards a common goal. As a conflict solver, I have experience in identifying issues and finding effective solutions that everyone can agree on.

Organized: In my line of work, organization is key. I pride myself on being extremely organized, which allows me to stay on top of tasks and deadlines, ensuring that everything runs smoothly.

Leadership: I lead with confidence and empathy, understanding that every team member has their own unique strengths and weaknesses. I believe in fostering an environment where everyone feels heard and valued, which leads to a more productive and positive workplace.

Overall, I am a highly organized, hardworking, focused, and dedicated finance manager who takes pride in my ability to inspire and lead my team to success.

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Susana Carvalho

Finance Manager, Hikma Farmacêutica

“You are never too small
to make a difference.”
– Greta Thunberg (Social Activist)

**Deputy Director – Energy Markets,
at SU ELETRICIDADE**

- > Manage the wholesale Iberian Electricity Market (short and long term) Operations for SU ELETRICIDADE portfolio.
- > Manage analytical team, assuring trading positions and risks, develop strategies and forecasts advanced analytical models.
- > Define the management and performance policies of the area and assure regulatory compliance.
- > Lead Digitalization projects.

**Supervision & Operations Manager
Revenue Assurance, at E-REDES**

- > Coordinate operational dispatch and remote support of Revenue Assurance and commercial loss minimization operations.
- > Manage all energy theft or anomalies denunciations on an end-to-end perspective.
- > Collaborate with the Analytics Team, implementing data analytics and machine learning techniques on energy fraud detection.
- > Define with IT and Digitalization teams, on-site workflow optimization for anti-fraud initiatives.

**Revenue Assurance and Anti-Fraud
Analyst, at EDP Distribuição**

- > Revenue Assurance Supervision Center and anti-fraud on-site operations coordination.
- > Monitor revenue assurance and anti-fraud detection through support analysis helping to support decision-making.
- > Data analyst.

**Quantitative Analyst,
at EDP Energias de Portugal**

- > Collaborate as data scientist improving and designing forecast models for energy prices and energy and gas demand.
- > Provide market insights and forecasts to support trading and operational decisions.
- > Develop and maintenance of decision support tools – forecasting models, volatility management, portfolio V@R calculation and risk management.

IT Specialist, at DCSI – IBM Global Services

- > Analysis and design of SLAs in the scope of current contracts and new business proposals.

Teacher, at ANJAF

- > Teacher of Quantitative Data Analysis at a non-profit organization dedicated to promote the integral development of the family.

Central Banco de Investimento

- > Develop financial options pricing models to support market traders’ decisions.

Profile

As a highly analytical and detail-oriented professional with almost 20 years of experience in energy sector, I have developed a deep understanding of the industry and its challenges. My expertise has allowed me to collaborate closely with Analytics and IT teams to implement corporate tools and technologies that improve operational efficiency and performance. I have a proven track record of implementing SLAs and KPIs that ensure compliance with contract terms and regulatory requirements, while delivering innovative solutions to complex problems. My Applied Mathematics degree, specialized in Statistics and Financial, has given me advanced analytical skills that have been instrumental in my ability to develop complex models and manage risk.

Throughout my career, I have gained valuable experience in negotiation, trading, fraud detection, forecast, risk management and people management. Working with several companies within the EDP group, I have consistently contributed to their success. As a woman in STEM, I’m committed to do my best on supporting and empowering women in the industry. Although my childhood dream of teaching math to blind people changed, my love for math never faded. I have found a way to apply my skills in the energy industry, and I am grateful for the opportunity to make a difference as a woman in this field.

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Susana Teixeira

Market Area Deputy Director,
SU ELETRICIDADE – EDP Energias de Portugal



“There are people who make things happen, there are people who watch things happen, and there are people who wonder what happened. To be successful, you need to be a person who makes things happen.” – Jim Lovell

Head of Operations Strategy and Performance, TAP Air Portugal (May 2023 – present)

- > Reporting to the Chief Operating Officer (COO), defines, implements, and monitors the strategy and planning of the airline operational areas, aiming for continuous improvement, efficiency, and consistency.

Aircraft Systems Engineering Manager, TAP Maintenance & Engineering (2015–2023)

- > Mechanical Systems Engineering team manager, securing EASA Part-145 line and base maintenance support and providing Part-M/CAMO activities related to airworthiness and systems reliability.
- > Project manager for the assessment, implementation, and continuous improvement of aircraft digital tools, including predictive maintenance. Has won awards by Airbus and Lufthansa on related topics.

Airbus A350XWB Airline Office Representative in Toulouse, France, TAP Maintenance & Engineering (2012–2013)

- > High-level operational and maintainability consulting for Airbus at its Toulouse headquarters.

- > Teamed with Airbus and six airlines in the final evaluation, design change and development of the Airbus A350XWB.

Aircraft Systems Engineer (Airbus A310/20/30/40), TAP Maintenance & Engineering (2006–2015)

- > Aircraft Systems Engineer (EASA Part-145 and Part-M) for Flight Controls, Hydraulics and Landing Gears, supporting line and base maintenance production teams.
- > Aircraft Maintenance Training Instructor (EASA Part-147) for Basic Training and Airbus A320/30 Type Training.

Product Development Engineer for Automotive Ignitions, Delphi Automotive Systems (2005–2006)

- > Verification & Validation of new products, and warranty investigator of failed in-service units.
- > Support for the ignition products manufacturing process continuous improvement program.

Research Assistant at the Energy Department, Technical University of Denmark (2004–2005)

- > Testing and analysis of automotive diesel particle filter prototypes for Haldor Topsøe.

- > Software development for the European Commission (Directorate General for Transport and Energy).

Profile

I am a highly motivated individual that does not conform with the status-quo, having a strong passion for what I do, and always striving for a values and mission-oriented leadership.

As an engineer with a vast experience in aviation, I have been leading technical and operational teams, helping them to make decisions in complex, multi-stake, time-driven environments where risk to high value assets needs to be managed within high safety standards. In addition, I have a proven track record in improving fleet reliability and availability, while reducing operational costs. Working at Airbus Toulouse headquarters I also gained valuable experience in a consultancy and project role for the A350XWB aircraft program.

In promoting organizational efficiency, my experience extends to leading, assessing, and implementing cross-departmental innovation and improvement projects, including aerospace IT solutions.

Along with continued higher education studies in engineering, aerospace, leadership, business, and operations, I am also an advocate for people development, efficiency, and innovation. Living and working abroad, from Asia to Europe, has given me a very inclusive, open-minded attitude and the ability to understand and better deal with various cultures by promoting collaboration across my peers.

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Tiago Cordeiro

Head of Operations Strategy and Performance,
TAP Air Portugal



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Vasco Cunha

ANCORPOR – Geotecnia e Fundações, Lda.,
Business Unit Director

ANCORPOR – Geotecnia e Fundações, Lda. – Business Unit Director (2022 – present)

- > Responsible for monitoring several project management teams.
- > Support site managers in the preparation and monitoring site jobs and contract management.
- > Support to the commercial area.

ANCORPOR – Geotecnia e Fundações, Lda. – Project Manager (2019 – 2022)

- > Project management and directing: planning and finance.
- > Procurement, Equipment and HR management.
- > Trainees Supervision.

Tecnasol FGE/TLG (Tecnasol Israel) – Project Manager (2018)

- > Tel Aviv Metro foundations Project. Diaphragm walls for cut and cover tunnel.
- > Project management and directing: planning and finance; equipment and HR management.
- > Trainees Supervision.

Tecnasol FGE Sucursal Colombia – Country Manager at Colombia (2015 – 2017)

- > Head of development of Tecnasol's Sucursal in Colombia.
- > Responsible for the commercial, production and administrative areas.

Tecnasol FGE – Market developer at Venezuela (2013 – 2015)

- > Head of development of Edifer Foundations department in Venezuela.
- > Responsible for the procurement, commercial and production areas.
- > Negotiation with worker's unions and HR.

Geocimenta Portugal – Production manager (2009 – 2013)

- > Project management and directing.
- > Planning and finance; equipment and HR management.
- > Trainees Supervision.
- > Responsible for developing new businesses in Spain.

Geocimenta Spain – Country Manager (2007 – 2009)

- > Collaborated in the creation and development of Geocimenta's Sucursal in Spain.
- > Head of commercial, production and administrative areas.

- > Responsible for contracts in the major public constructions all over Spain such as Metro de Barcelona, AVE Cordoba – Malaga (High Speed Railway), AVE Pontevedra – Coruña (High Speed Railway), etc.

Tecnasol FGE – Site Manager (2001 – 2007)

- > Managing work sites, equipment and HR management, planning and finance in activities such as: indirect foundations with piles and micropiles, slope stabilizations, anchor bolts jet Grouting, retaining walls, etc.

Kaiser – Supervisor – Planning and cost control (2001)

- > Responsible for Production, Planning, Cost Control and Financial Schedule supervising in Atlantic Highways Project.
- > Project Management and Inspection Sections of the Highway A8 Caldas Da Rainha / A15 Leiria and Caldas da Rainha / Santarém.

Profile

As a professional, I am highly focused on achieving goals and working efficiently, always seeking ways to improve processes and increase productivity. In addition, my ability to be resilient in high-pressure situations allows me to make important decisions during critical moments, while maintaining composure and confidence.

I'm a Civil Engineer and I have over 20 years of experience in construction, especially in the geotechnical field. I graduated from Coimbra University in 2001 and have always been dedicated to acquiring knowledge and experiences that allowed me to enhance my technical and leadership skills.

I have a special interest in new challenges, as I believe that change can be an opportunity for growth and learning. I always strive to get out of my comfort zone and expand my horizons, seeking new knowledge and experiences that allow me to continue to grow professionally. Another fundamental aspect for me is creating a good work environment. I believe that a collaborative environment is essential for the success of any team.

I strive to act with fairness in all situations because I believe that if we are fair to our teams, we can keep them motivated even in the more challenging situations.

“It always seems impossible until it’s done”
– Nelson Mandela

**Director of Technology Solutions Delivery,
Ernst & Young**

Dotted line reporting to Portugal Consulting Partner, lead a +60 Technology and Business Consultants focused on technology innovative solutions and processes expertise for clients in Portugal and abroad.

- > Lead the setup of the Technologic Hub Center in Portugal for EMEA Region and define the key strategic areas to serve for EMEA region.
- > Build new capabilities to deliver new services to clients.
- > Advise clients, defining and implementing their Digital Transformation journey.
- > Engage, assess, and implement various Efficiency & Transformation Programs with gains of efficiency around 30%.
- > Implement major Digital Transformation Programs with increased revenue +20%.

**Director of Nearshore and Offshore,
EY AgilityWorks**

Direct report to the Managing Director, member of the Board of Directors, lead a +40 Nearshore and +300 Offshore team delivering projects focused on business and digital transformation.

- > Build and orchestrate the engagement and delivery model for the Nearshore in Portugal.
- > Design and implement the Onshore, Nearshore and Offshore Program Delivery Model.
- > Define the offer and Go-to-Market Strategy and rollout the strategy for the Application Management Services.
- > Fully achieve the targets defined for the Line of Business, growing +40% in two years.

**Head of SAP Business Solutions,
Softinsa (IBM Consulting)**

Delivered projects focused on SAP innovative solutions and managed a team of +80 people with direct report to the Director of Global Business Services.

- > Manage a P&L with a YoY growth of +10%.
- > Engage with strategic clients to design and implement their IT Strategic Roadmap based on SAP Solutions.
- > Design and lead the delivery of multiple transformation programs.

Director of Core Systems, Glanbia plc

Dotted line reporting to the Group CIO, leading a team of +55 internal people engaging with main consulting firms to deliver projects to

enable business strategy growth and support Supply Chain Operations. Actively worked with board members and Senior VPs to define IT Strategy in supporting business enhancement.

- > Manage the budget and scope of IT Supply Chain.
- > Design and deliver Digital Transformation Program for Supply Chain across several Business Divisions.
- > Consolidate IT Supply Chain Operations to support the plants and operations in three continents.

**Head of Department,
Portugal Telecom Group**

Worked in several Business Units – SAP Consulting, Shared Services and Core Business – with multiple reports and various responsibilities within IT, Logistics, Continuous Improvement and Customer Care.

- > Manage budget, lead a 20 people internal team and several Third-Party Providers.
- > Lead a major Supply Chain Reengineering Program, resulting in gains of efficiency of 22% and winning a European Supply Chain Award in 2008.
- > Manage the Logistic operations achieving 30% of logistics cost reduction.

Profile

Executive with a solid experience in Business and Digital Transformation in highly complex and multinational environments, acquired as Head of Core Applications, Director of Technology Solutions Delivery, and Nearshore and Offshore Director.

Over my career I designed, lead, and implemented various well succeeded IT Transformation Programs focused on business efficiency and increase business revenue, in several industries such as Telco, Utilities, Supply Chain & Logistics.

I am a results oriented, innovative, and forward-thinking leader focused on business and human capital development and able to create trusted relations with internal and external stakeholders.

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Victor Bastos Santos

Director of Technology Solutions Delivery, Ernst & Young

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