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WHO I AM

I'm a client and partner-focused leader with 20 years' experience driving growth across Iberia through trust-based relationships, negotiation and consistent execution.

I communicate clearly, build trust fast and stay on top of details. I'm trilingual in Portuguese, Spanish and English, available to travel and start immediately. After dedicating the past two years to my son, family responsibilities, managing and preparing our relocation from Lisbon, through Berlin to finally arrive in Luxembourg, I'm now fully available and eager to invest my time and energy into my career in Luxembourg.

WHAT I BRING

- Two decades leading brand expansion across Iberia, with deep expertise in growth strategy and strategic partnerships.
- A strategic mindset built over time: I connect vision with action and stay grounded in priorities.
- People-first leadership style, rooted in presence, empathy and trust.
- Trilingual fluency in Spanish, English and Portuguese - and the cultural fluency that comes with it.

PROFESSIONAL EXPERIENCE

Expansion Manager – YUM! Brands (KFC) – Lisbon, Portugal | 2020–2024

Led KFC's national expansion strategy in partnership with Portugal's largest restaurant group (EUR 500M+ revenue).

- Delivered over 50 new openings in under 4 years.
- Diversified the asset portfolio beyond mall units, introducing drive-thrus and high-street locations.
- Enabled a broader sales channel mix and strengthened territorial coverage in a COVID and post-COVID landscape.

Expansion Manager – Papa John's Portugal – Lisbon, Portugal | 2019–2020

Pioneered the brand's market entry, opening the first four units in the country.

- Designed and implemented the Lisbon regional expansion plan.
- Built architecture, engineering and construction teams to meet brand standards.

Expansion Manager – Restalia Group – Lisbon, Portugal | 2017–2019

Managed commercial development and real estate strategy for 100 Montaditos and The Good Burger brands in Portugal.

- Delivered full investor lifecycle: from pitch deck creation and business model presentation to franchise agreement negotiation and new unit openings.
- Sourced and secured retail locations, negotiated lease terms and managed project coordination.

Account Manager Team Leader - BNP Paribas SS - Lisbon, Portugal | 2014 - 2017

Client-facing lead for a dedicated team servicing Banco Popular within BNP Paribas Securities Services institutional outsourcing model. Led a 4-person team (3 direct reports), owning end-to-end coordination across market, OTC and intra-account activity and acting as the primary interface between the client and BNP operational teams.

- Owned settlement and reconciliations, ensuring operational accuracy, timely settlement and swift resolution of breaks.
- Coordinated delivery across internal BNP teams (cash settlements, corporate actions and tax), consolidating updates and driving issue resolution end to end.
- Led monthly client governance meetings, reviewing processes, SLAs, incident themes and service performance, translating insights into concrete improvements.
- Designed and optimised procedures, documentation and team training, strengthening controls, consistency and handovers.

Regional Sales Manager - EBSCO Info Services - Madrid, Spain | 2013 - 2014

- Provided all information on advances and new products with broad overviews of trends and solutions in the biomedical and corporate markets for Portugal & Spain.
- Optimize sales, developing existing strategic opportunities and adding new ones to increase market share.
- Nurture relationships with customers providing them the best solutions in subscriptions, databases and related services.

Earlier Roles (2009–2013): Based in Madrid, I started as product manager at SMART Technologies later becoming their Corporate Sales Manager opening a new category and distribution channel for the brand in Spain and Portugal.

EDUCATION

AI Talents – Frankfurt School Blockchain Center – Cohort Participant

Universidade Europeia – Publicity, Marketing & Advertisement (incomplete) | 2014–2017

LANGUAGES

Native Portuguese 🇵🇹, English 🇬🇧 and Spanish 🇪🇸. Learning and developing my French 🇫🇷.