

Identification

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Education

Pos-Graduate in Services Marketing

IADE - Escola Superior de Marketing e Publicidade
Lisbon - Portugal

Graduate in Marketing and Advertising¹

IADE - Escola Superior de Marketing e Publicidade
Lisbon - Portugal

Education on Pedagogical Training of Trainers

CECOA
Lisboa – Portugal

Intensive Training for Young European Entrepreneurs

Hogeschool West-Vlaanderen
Kortrijk - Belgium

Business Administration²

IATA
Lisboa - Portugal

Electronics & Electricity Technology³

Escola Técnica Ferreira Dias
Cacém - Portugal

¹ (Portuguese: “Licenciatura em Marketing e Publicidade”)

² (Portuguese: “Organização e Gestão de Empresas”)

³ (Portuguese: “Curso Complementar de Electrotecnicia” e “Curso Geral de Electricidade”)

Idioms

| | Leitura | Escrita | Fala |
|---------|---------|---------|---------|
| English | Good | Good | Good |
| French | Regular | Regular | Regular |
| Spanish | Regular | Regular | Regular |

Technical Training

During his System Engineer / Software Engineer activity has participated as a training element in formal training sessions at international education centres of IBM and CA. The training was due on the objective of install, implement, configure and support technically the IBM operating system MVS / z/OS, his databases (DB2 and IMS) and his transactional environment (CICS / CICSPLEX) as well other related products.

The following trainings can be highlighted:

- Base training in S/370 environment – 2 months at IBM Sudbury Hill Education Centre, in London;
- Complementary training on S/370 environment – 15 days at IBM Sudbury Hill Education Centre, in London;
- MVS Basic Course - 15 days at IBM Sudbury Hill Education Centre, in London;
- MVS Advanced Course - 15 days at IBM Sudbury Hill Education Centre, in London;
- CICS Basic Course - 15 days at IBM Mainz Education Centre, in Germany;
- DB2 Basic Course - 15 days at IBM Mainz Education Centre, in Germany;
- IMS Basic Course - 15 days at IBM Mainz Education Centre, in Germany;
- DB2 Implementation Course - 15 days at IBM Mainz Education Centre, in Germany;
- CICSPLEX Mundial Announcement Course – 5 days at CICS Development Lab in Hursley, England;
- Automated Operations Course (AOC / NETVIEW) at IBM La Hulpe Development Centre, at Belgium;
- Other refreshment / specialization courses at IBM related with popular products in the MVS / z/OS environment like RACF, DB2, CICS, IMS, VTAM and NCP, SNA, TCP/IP, LAN/WAN;

Curriculum Vitae

- CA-1 Tape Management System – training at CA;
- CA-7 / Scheduler Operations Control – training at CA;
- CA Top Secret Security Management – training at CA;
- CA Datacom Installation - – training at CA;
- CA Endeavor Life Cycle Management Installation – training at CA.

Projects in highlight

When IBM Portugal had the unique opportunity to install new MVS customer and migrate others from VSE, he participated, individually or in team, in new installations of MVS / OS/390 / z/OS.

The following projects can be highlighted:

- BFE Bank– migration from VSE to MVS;
- BCI Bank (Santander Bank) – New installation of MVS;
- BNU Bank (CGD Group) – replacement of Unisys by MVS
- Global Assurance – New installation of MVS
- Automated Operations implementation (AOC / NETVIEW) at UBP Bank;
- Implementation of CA-Unicenter Product Set at Credit Lyonnais Bank
- Planning project related with finding an alternative outsourcing service for Portugal Telecom.

Professional Experience

IBM Portugal

Lisbon, Portugal

From 1980 to 1994

He was the “System Engineer” responsible for pre-sales activities on IBM main customers.

He was the “Software Engineer” providing after-sales support for the OS/390 operating system and associated products: MVS, DB2, CICS, IMS, VTAM and NCP, SNA, TCP/IP, LAN/WAN, etc.

He was “Hardware Engineer”, in the beginning of his career, providing maintenance support to IBM mainframes.

Computer Associates

Lisbon, Portugal

From 1994 to 1995

He was the System Engineer responsible for the Implementation of CA-Unicenter Product Set at Credit Lyonnais Bank;

From 1995 to 1997

He was the Account Manager⁴ responsible for the sales of products and services to the biggest customers on the financial market.

From 1997 to 2000

He has been the “Divisional Manager” responsible for the management, training and supervision of the sales executives in the financial market in all areas of sales and customer service.

He has been focused on obtaining new software licenses as well as the renewal for the existing ones. Also focused on the delivery of professional services to ensure solution usage and customer satisfaction. Management and motivation of sales team based on these objectives and on quota achievement.

He developed and maintained regular contacts with customer decision levels to facilitate sales executive’s job in the account. He helped tightly the sales executive on the negotiation phase of the business.

He used to plan weekly meetings with each Sales Executive to control business evolution and find any need for additional help. He implemented marketing strategies to help finding new opportunities.

He developed and implemented procedures and tools to manage the sales team effectively.

He assisted in interviewing, hiring, training and supervising sales staff.

⁴ (Portuguese: “Comercial / Vendedor”)

From 2000 to 2001

He has been the "Sales Manager" responsible for the Distributed Application and Information Management (DAIM) division, implemented after the new 2000 organization that removed the Country Manager position and created three independent divisions based on product lines, reporting to the Iberia Regional Manager.

In this new division has been responsible for the business development on the following areas: Internet Portals, E-Business Applications, Corporate Data, Legacy / ERP Applications, Data Warehousing, Application Development, Security, E-Business Intelligence e Life Cycle Management.

From 2001 to 2004

He has been the "Sales Manager" responsible for the Mainframe (MF) division including all the mainframe customers in Portugal, reporting to the Country Manager.

From 2004 to 2005

He has been the Account Director for the Mainframe customers, reporting to the Country Manager. He used to create the business plans for the nominated customers, analysing macro and micro economic influences, analysing competition environment and business opportunities.

He used to develop and maintain contacts with customer's top level management to evaluate their needs and advice on appropriate and efficient solutions. He used the involvement of the Account Team⁵ to implement the solutions and control the related projects.

ASCOMI – Consultoria de Marketing e Informática

Oeiras, Portugal

Since 2005

Working as a sole proprietorship of a consultancy business started after IEFPP project approval. The activity of business consultancy has specialization on marketing and information technology. Project has been submitted under PEOE⁶ with inherent business plan.

This is the actual position.

⁵ Vendedores especializados, técnicos de pré-venda, consultores e chefes de projecto formando equipa.

⁶ Programa de Estímulo à Oferta de Emprego

IADE

Lisboa, Portugal

Since 2006

He was professor of “Communication Concepts” at “Superior School of Marketing e Advertising” of the university.

He was professor of “Product and Price Administration” at “Superior School of Marketing e Advertising” of the university.

He was professor of “Marketing Fundamentals” at “Superior School of Marketing e Advertising” of the university.

He was professor of “Marketing Audit and Evaluation” at “Superior School of Marketing e Advertising” of the university.

He was professor of “Marketing and Enterprise” at “Superior School of Design” of the university.

He lost these education activities because he had a road accident and has been replaced by another teacher that stayed in the position.

Awards

- Technician of the year – Annual meeting at Madeira Island
- Sales award in 2000: Champions Club 2000 at Thailand;
- Sales award in 1999: Champions Club 1999 at Egypt;
- Sales award in 1998: Champions Club 1998 at Australia;
- Sales award in 1996: Champions Club 1996 at Hawaii;
- Portugal Sales Leader in 1999;
- Portugal Sales Leader in 1998.

Main customers

Insurance

Allianz
Tranquilidade
Fidelidade / Mundial Confiança
AXA
Global
Império / Bonança (Grupo BCP)

Industry

EDP / Edinfor
Efacec
Siemens
Petrogal
SCAGEL

Utilities

CTT – Correios de Portugal
TAP Air Portugal
ANA – Aeroportos e Navegação Aérea

Government

ITIJ - Ministério da Justiça
DGITA – Ministério das Finanças
Ministério do Exército
Ministério da Marinha
Força Aérea Portuguesa
Estado Maior General das Forças Armadas
IIES - Segurança Social
PSP - Polícia de Segurança Pública
ADSE
INESC

Financial

Banco de Portugal
BES - Banco Espírito Santo / BIC - Banco Internacional de Crédito
Caixa Geral de Depósitos
Banco BPI
Banco Santander / Banco Totta & Açores / Crédito Predial Português
Millenium (Grupo BCP)
BBVA - Banco Bilbao e Viscaya
Barclays
BANIF
Interbolsa
SIBS - Sociedade Interbancária de Serviços
Unicre / VISA
Cofinoga Portugal

Telecommunications

PT - Portugal Telecom
PTSI - Portugal Telecom Sistemas de Informação
TMN
Vodafone
Jazztel
ONI
SONAE / OPTIMUS

Distribution

FNAC
CL – Circulo de Leitores
EDICLUBE
SONAE

Extra curricular activities

Several formal and informal education and training on Sales and Technical issues.

TV repair technician before start at IBM.

Hobbies and other activities

He likes motoring, camping, squash, music and psychology.