

João Mendes

Title: Chief Financial Officer, Sonae MC

Location: Portugal

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Summary

Senior finance executive with 24+ years of experience in financial strategy, M&A, and treasury management. Delivers results by optimizing financial operations, implementing strategic planning frameworks, and ensuring regulatory compliance. Known for strong analytical skills and ability to translate complex financial concepts to non-financial stakeholders.

Certifications: CFA, Certified Management Accountant.

Languages: Native Portuguese, fluent in English and German.

Experience

2024 – GreenEnergy Solutions

- Led financial modeling for a €250M renewable energy investment portfolio. Developed scenario analyses for various market conditions and created risk assessment frameworks for board decision-making.

2023–2024 – RetailGroup International

- Orchestrated the financial integration of three acquired companies with combined revenue of €120M. Standardized reporting structures and implemented shared services for accounting functions.

2022–2023 – MediHealth Hospitals

- Implemented a zero-based budgeting approach across 12 medical facilities. The initiative identified 15% cost reduction opportunities while maintaining service quality standards.

2021–2022 – Tech Innovations Corp.

- Designed an investor relations strategy that resulted in 20% higher analyst coverage. Created financial communication templates and quarterly presentation materials for capital markets.

2020–2021 – AutoMotors Portugal

- Led the restructuring of €300M debt by negotiating with banking syndicates. Improved debt-to-EBITDA ratio from 4.2x to 2.8x through strategic debt reprofiling.

2019–2020 – ConsumerGoods Manufacturing

- Developed a working capital optimization program that freed up €45M in cash. Implemented inventory management policies and supplier payment term standardization.

2017–2019 – EuroConst Construction

- Introduced a project-based financial management system for real-time profitability tracking. Created dashboards for monitoring cost variances against budgets across 30+ construction sites.

2015–2017 – InvestBank Group

- Led financial planning and analysis team in developing a profitability model by customer segment. The insights drove product pricing strategies and service delivery optimization.

2012–2015 – TeleComm Portugal

- Managed treasury operations and forex risk mitigation strategies. Implemented a cash pooling system that improved liquidity management across subsidiaries.

2009–2012 – PharmaTech Industries

- Directed the implementation of a new ERP financial module. Redesigned chart of accounts and established financial controls for Sarbanes-Oxley compliance.

Education

London Business School

MBA with Finance Specialization

Universidade do Porto

Bachelor's in Economics

Skills

- Financial Strategy & Planning
- M&A Due Diligence & Integration
- Capital Structure Optimization
- Investor Relations & Financial Communication
- Risk Management & Compliance
- Native in Portuguese; fluent in English and German