

Joao FELICIO, MILT

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Strategic and hands-on Supply Chain Consultant with 7+ years of experience delivering Logistics transformation projects across Europe, the US, and APAC. Proven track record in Logistics Operating model, warehouse management systems (WMS), logistics operations, and business process reengineering. Passionate about Network optimisation, data-driven decision-making, and leveraging technology to drive measurable impact. Consulting Manager with experience leading multi-functional teams of 2-4, and engaging senior stakeholders across retail, utilities/energy and A&D sectors.

EXPERIENCE

Accenture – London, UK – Management Consultant, Supply Chain & Operations; Jan 2022 - present

- Workstream lead in Logistics Transformation for an A&D client with c. £500M of logistics spend and global footprint.
- Led WMS deployments for two DCs in AU and UK for a major fashion retailer, boosting fulfilment capacity by 10-25% and supporting 130+ stores. Led a team of 4 across EMEA and APAC.
- Logistics cost optimisation strategy for a UK consumer goods company, delivering a 10-12% cost-to-serve reduction.
- Led warehouse process optimisation for a UK nuclear energy company, identifying £400K in savings and a 10-15% productivity uplift. Managed a team of 3 consulting analysts.
- Designed process taxonomies and reengineered operating models for a UK utilities company, informing long-term digital and operational transformation. Led a team of 4 in business process reengineering efforts.
- Supported warehouse automation assurance for a UK retailer's £20M investment, ensuring alignment of tech, ops, and process requirements.

Manhattan Associates – Reading, UK – Functional Consultant; Jan 2020 - Dec 2021

- Delivered WMS implementation projects (WMOS 2018/19) for UK and Russian retailers, including end-to-end design, testing, and Go-live – boosting operational efficiency by 10-30% and supporting 150+ stores. Delivered training and enhancements for omni-channel operations.
- Participated in internal initiatives and user acceptance testing (UAT) of Manhattan's latest SaaS WMS offering.

Manhattan Associates – Reading, UK – Associate Consultant; Nov 2018 - Jan 2020

- Supported WMS design and deployment for tier-1 fashion and retail brands across Europe and Russia.
- Focused on configuration, data validation, and testing to improve productivity and inventory accuracy.
- Contributed to internal tooling and process improvement initiatives.

EDUCATION

MSc Industrial Engineering & Management, University of Lisboa – Técnico Lisboa; 2016 – 2018

- *Grade:* 18/20 (UK First-Class Honours equivalent)
- *Modules:* Operations Research, S&OP, SCM, Operations Planning & Control, Logistics and Distribution
- *Thesis:* Sustainable Supply Chain Optimisation (MILP) Model in the Aerospace & Defence sector — in collaboration with MIT Portugal and Embraer (Awarded grade: 20/20)

BSc Industrial Engineering & Management, University of Aveiro; 2011 – 2016

- *Student Leadership:* Deputy President (2015) and Education Officer (2014) at Students' Union
- *Student Governance:* Chair & Member, University Academic Board (2014-2016)

SKILLS AND INTERESTS

Data & Analytics: SQL, Python, R, Alteryx, Power BI, Tableau, MATLAB

Supply Chain Tools: Manhattan On-prem WMS - WMOS, Manhattan SaaS WMS - MAWM, IBM Cognos SCI

Process & Strategy: BPMN, SIPOC, Value Stream Mapping

Languages: English (fluent), Portuguese (native), Spanish (conversational)

Volunteering: Samuel Lithgow Youth Centre, London (Chair and Trustee)

Projects: Batch testing size calculation tool – using python/R (co-author published in Elsevier's Decision Support Systems)