

Contact

www.linkedin.com/in/luisflorindo
(LinkedIn)
www.ey.com/pt (Other)

Top Skills

Business Strategy
International Relations
Strategic Planning

Languages

Inglês (Native or Bilingual)
Francês (Limited Working)
Portuguese (Native or Bilingual)
Espanhol (Professional Working)

Certifications

EY Business Certification 2.0
Business Development Certification
EY Growth Navigator SuperCoach

Luís Florindo

Associate Partner, Business Development - using EY's solutions to enable our clients' growth agendas
Lisboa, Lisbon, Portugal

Summary

Problem-solving, people-connecting, growth-driving business developer.

At EY, I mobilize the firm's solutions and resources to support our clients in their growth journeys, whether they are an entrepreneur building its legacy or a large corporation seeking growth opportunities in Portugal. I currently coordinate the EY Entrepreneur of the Year Program.

Previously, I worked eighteen years in Portugal's Trade and Investment Promotion Agency. I had the opportunity to support both the internationalization efforts of local companies and to work closely with some of the largest investment projects in Portugal, both by national and foreign companies. This experience included extensive work with site-selection experts and in tax and EU-funded financial incentives.

Throughout my career, I had the opportunity to work closely with the top management of leading companies in multiple sectors. This resulted in a deep understanding of:

- How companies strategize and prepare their entry into new markets;
- What companies look for when selecting new locations;
- The power of a driven team that believes in the purpose they serve.

If your company is developing or reassessing its growth strategy, reach out and experience EY Growth Navigator. This market-proven maturity model tool enables companies to assess how they fare on the 7 drivers of growth, resulting in a prioritized action plan that will bring you closer to your goals.

For more information on how we are building a better working world, if you are looking for Thought Leadership on a specific topic, or if

you would like me to facilitate a Growth Navigator session for your business, please contact me.

Experience

EY

12 years 2 months

Associate Partner

October 2017 - Present (7 years 7 months)

Lisbon Area, Portugal

Executive Director, Business Development

March 2013 - September 2017 (4 years 7 months)

Lisbon

As a business developer, I support the dissemination of EY's innovative solutions and Thought Leadership and use EY's Growth Navigator - a proprietary tool - to assist clients in self-assessing if they have the internal capabilities required to meet their growth objectives.

Building upon my previous experience, I support clients with investment projects in assessing Portugal as an investment location, including in the identification of the potentially applicable financial and tax incentives. In this area, I coordinate EY's Portugal Attractiveness Surveys.

I am also deeply involved with EY's work to support entrepreneurs, managing EY's Entrepreneur of the Year Program and developing new initiatives to engage with startups and incubators. In 2016, this included EY's participation in the Web Summit.

aicep Portugal Global

18 years

Advisor to the Board of Directors

December 2011 - February 2013 (1 year 3 months)

Lisboa

My responsibilities included the support to the Board of Directors of the Portuguese Investment and Trade Promotion Agency in issues related with Investment Promotion, State Aid and investment incentives negotiation. In 2012 he coordinated organization of ASD's Convention and Technology Forum in Lisbon, hosting 1000 visitors from the Aerospace and Defence industries.

Executive Director

July 2008 - December 2011 (3 years 6 months)

Responsible for Strategic Marketing

July 2007 - June 2008 (1 year)

Client segmentation; product portfolio definition and management. Support to the Board in strategy and planning.

Assessor to the Executive Commission

October 2004 - June 2007 (2 years 9 months)

Negotiation of investment contracts regarding projects in Portugal of national and foreign companies (in excess of € 3 billion); involved in the Projects of National Interest program; global support to Board Members in relation with State Aid issues; directly involved in the design, deployment and continuous improvement of processes and SW tools regarding internal procedures; monitorisation of KPI's and coordination of commercial teams; involvement in project management of merger with other public entity.

Director

January 2003 - September 2004 (1 year 9 months)

Responsible for the Incentives Team: definition of incentives packages applicable to specific projects; assistance to Clients in the preparation of application processes; participation in the negotiation of investment contracts; responsible for the global technical analysis of applications to incentives presented by investors; coordination with other entities responsible for incentives approval.

Deputy Director

2000 - 2003 (3 years)

Icep was at this time Portugal's Investment Promotion Agency, with responsibilities both in inward and outward investment.

One of 3 managers of the International Investment Division (1 Director and 1 other Deputy Director), with responsibilities more focused on Incentives, Financial and IT areas.

Several positions

1995 - 2000 (5 years)

Several positions, related with incentives to portuguese companies investing abroad. Reviewed directly or supervised the revision of some 200+ applications to financial and/or tax incentives. The function involved direct contacts with high ranking responsables for most of the largest firms

in Portugal, the discussion of international strategies and the support in identifying the adequate incentives for the expansion plans presented.

KPMG

Auditor and Senior Auditor

September 1992 - February 1995 (2 years 6 months)

Auditor, specializing in financial/insurance companies.

Education

Universidade Nova de Lisboa

Licentiate degree, Economics · (1988 - 1992)

ISEG - Lisbon School of Economics & Management

Scholar part of Masters, International Economics · (October 1997 - July 1998)

Técnico+ Formação Avançada

Curso de Especialização, Transformação Digital - Fundamentals (1.^a

Edição) · (February 2024 - March 2024)