

## Contact

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(LinkedIn)  
[enterprise.microsoft.com/pt-pt/](https://enterprise.microsoft.com/pt-pt/)  
(Other)  
[www.microsoft.com/pt-pt/business/](https://www.microsoft.com/pt-pt/business/)  
(Other)  
[www.microsoft.com/pt-pt/server-cloud/](https://www.microsoft.com/pt-pt/server-cloud/) (Other)

## Top Skills

Proficient in starting the Microsoft Cloud AI conversation

Lead with business outcomes aligned to FY24 Solution Plays and go-to-market

Partner Relationship Management (PRM)

## Languages

Spanish (Professional Working)

Portuguese (Native or Bilingual)

French (Elementary)

English (Native or Bilingual)

## Certifications

EY Sustainability & ESG Series (2023)

Microsoft Copilot Partner Bootcamp — FY24 Participant

Business Model Innovation: Differentiate & Grow Your Company

Microsoft-INSEAD Online Business Strategy and Financial Acumen - Distinction

Microsoft & Accenture: Digital Transformation by Financial Services

# Sérgio Ferreira

Partner | EY Consulting - Business Transformation | Consumer Products & Retail Lead | EY-Microsoft Alliance Manager  
Lisbon Metropolitan Area

## Summary

Welcome to my LinkedIn Page !

My mission at EY is to help clients find ways to respond to the Digital Transformation forces that will help them assess and protect their businesses, grow revenues, and optimize processes. At EY we do this through a sharp focus on leadership, alignment, execution and adoption.

If you want to know more about how we can help you, please contact me on my email: [sergio.ferreira@pt.ey.com](mailto:sergio.ferreira@pt.ey.com) or skype: ferreiraspa.

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## Experience

### Porto Business School

4 years 6 months

#### Guest Professor

September 2021 - Present (3 years 8 months)

Porto, Portugal

### Professor de Human-centered Business

November 2020 - Present (4 years 6 months)

Porto, Portugal

### Universidade Autónoma de Lisboa

#### Professor de Inteligência Artificial

September 2023 - Present (1 year 8 months)

Portugal

### EY

7 years 3 months

#### Partner

June 2022 - Present (2 years 11 months)

Lisbon, Portugal

## Executive Director

February 2018 - June 2022 (4 years 5 months)

Lisboa, Lisboa, Portugal

EY Consulting | Business Design & Digital Transformation

## Microsoft

2 years 2 months

### Enterprise Technical Sales Director

July 2017 - February 2018 (8 months)

Lisboa, Lisboa, Portugal

### Enterprise Sales Director

July 2016 - June 2017 (1 year)

Lisboa, Parque das Nações

### Director of Digital Transformation Unit

January 2016 - July 2016 (7 months)

Lisboa e Região, Portugal

Responsible for Managing the Digital Transformation Unit at Microsoft Portugal. The team is accountable for leading customers and partners on their Digital Transformation Journey, enabling them to Engage with their Customers, Empowering their Employees, Optimizing their Operations and Transforming their Business, through Microsoft technologies and solutions.

## Samsung Electronics

### Director of Enterprise Business Division

June 2013 - January 2016 (2 years 8 months)

Lisbon Area, Portugal

Business Vision and Strategy

Business Management

Sales Strategy

Marketing Strategy

Services Strategy

People Management

Creation and Development of Samsung Enterprise Business Team & Processes

Launch of Samsung Business brand

Responsible for creating, developing and growing Samsung B2B Division, having started on June 2013 with 5 people. After 2 years, the team grew up to 20 people, organised under the following areas: Direct Sales, Channel Sales, Marketing B2B, Pre-Sales (technical & commercial), Professional Services (Post-Sales) and Business Control.

The team was able to grow the business ~100% YoY in 2013, ~50% YoY in 2014 and ~30% YoY in 2015.

With a strong and fast Go-To-Market the team was able to attract and engage the biggest IT Partners in Portugal, with a vertical solutions approach and technology integration.

At the same time won strategic projects in almost all Top 50 companies in Portugal.

In order to position and leverage Samsung Business brand awareness in the market, launched in 2015 an ambitious project “Click Portugal – Transforming Portugal through technology”, in a partnership with EXPRESSO. The project covers, in its first phase, four critical industries for Samsung Business: Banking & Insurance, Retail, Hospitality & Tourism and Health, which is a major success, creating new business opportunities every day.

## Microsoft

8 years 5 months

### Sales Manager

July 2012 - May 2013 (11 months)

Lisboa, Portugal

Manage the development and success of Microsoft Services business in the marketplace in all sales sectors and contribute to the overall development, management and growth of the individuals working within my team. To achieve high customer/partner satisfaction.

Key Responsibilities: Sector and Staff Management, Sales Planning and Execution, Customer Relationship Management

### Services Sales Manager - IDS, Gov & SMS&P

July 2011 - October 2012 (1 year 4 months)

Lisbon, Portugal

Management of a Sales Team, responsible for the following markets:

Retail and Consumer Goods Distribution, Transportation, Industry,  
Manufacturing, Financial Services and Insurance, Power & Utilities, Oil & Gas,  
Local & Regional Government, Hospitality, Pharmaceutical

Services Sales Manager - Industry, Distribution and Services  
December 2010 - June 2011 (7 months)  
Lisboa, Portugal

Industry Manager  
January 2005 - December 2010 (6 years)

WhatEverSoft  
Sales Manager  
January 2004 - December 2004 (1 year)

Novabase  
Account Manager  
February 2001 - December 2004 (3 years 11 months)

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## Education

INSEAD  
Business Strategy and Financial Acumen, Business Strategy and Financial  
Acumen · (2017 - 2017)

ISCTE Executive Education  
MBA, Management · (2000 - 2001)

Glasgow Caledonian University  
Master of Science, Engineering · (1997 - 1998)

Instituto Superior Técnico  
Master, Engineer · (1990 - 1995)