

Paulo Ribeirinho

Contact details

Email: paulo.ribeirinho@novastone-ca.com | Mobile (PT): +351 934 871 861

PROFESSIONAL EXPERIENCE

2022 - Present	Worten – www.worten.pt <i>Biggest online and offline retailer in Portugal with more than 180 physical store locations</i> Head of Marketplace <ul style="list-style-type: none">Integrated Dott's HR structure (80 FTEs) and financial accounting into Worten organization and led due diligence process with external consultantsImproved seller onboarding time by 50% in 2 months with technological automations and increased available product catalogue by 200% by developing connections to external sources (4 million new products)Reorganized seller support team to focus on exception management and proactive seller performance instead of contact center activities	Portugal
2018 - 2022	Dott – www.dott.pt – acquired by Worten.pt in January 2022 <i>Marketplace JV between largest retailer in PT (Sonae) and local post (CTT)</i> Chief Operating Officer / Chief Financial Officer <ul style="list-style-type: none">Part of the founding team. Co-designed vision for winning Portuguese market with seamless key in hand solution for merchants to start selling online that goes from product listing to fulfillment, delivery and invoicingDeveloped operations management team (15 people) to handle exponential startup growth from day 1 that achieved scale of +2000 sellers in 3 years and grew x10 from year 1 to year 3Controlled forecasting and execution of 20m€ investment and developed HR strategy	Portugal
2016 - 2018	Microsoft – www.microsoft.com <i>Multinational technology company – Leading producer of software, hardware and services</i> Senior Product Marketing Manager – Education / Enterprise Mobility and Security Business Lead <ul style="list-style-type: none">Defined and implemented GDPR sales program strategy for the UK across all product workloads considered best in practice in global eventCreated 7m user market opportunity for K12 segment using partners to scale adoption of O365 and tele-sales to action sales pipelineDeveloped programmatic sales approach with partners around O365 compliance with GDPR generating 150m£ pipeline with +30% conversion rate	United Kingdom
2013 - 2015	Jumia – www.jumia.com <i>Invested by Rocket Internet / AXA / Millicom / MTN / Orange – Largest e-commerce platform in Africa (IPO 2019)</i> Chief Operating Officer <ul style="list-style-type: none">Managed a P&L of 6m€ and had custody of more than 10m€ in inventoryScaled operations team from 50 to 100 associates in 8 months to cope with 30% per month order growthDesigned systems implementation of operational / order fulfillment / financial / website features for multiple geographies while growing from 200 to 20,000 orders a day in 2 years	Nigeria
2012 - 2013	Tefen Management Consulting – www.tefen.com <i>Boutique consulting firm specializing in pharmaceutical operational excellence</i> Senior Consultant – Focus on operations and logistics improvements in pharmaceutical industry	United Kingdom
2009 - 2012	Kaizen Institute – www.kaizen.com <i>Lean consulting company founded in Japan with over 400 consultants in 50 countries</i> Consultant – Focus on process redesign and data driven operational improvements in industrial sector	Portugal / Spain
EDUCATION		
2016	INSEAD MBA Class of July 2016 – www.insead.edu Treasurer of the Rugby Club, Member of the TMT and PE Clubs	Singapore / France
2009	Faculty of Engineering of the University of Porto – www.fe.up.pt Master's in Electrical and Computers Engineering (international exchange program in Rio de Janeiro)	Portugal / Brazil
LANGUAGES		
Portuguese (Native), English (Fluent), French (Business), Spanish (Business)		
PERSONAL INTERESTS		
<ul style="list-style-type: none">Investor in Natural Crave – healthy food brand with 6 stores in Portugal – www.crave.ptInvestor in Dark Kitchen – virtual kitchen business operating in main delivery platforms		