

Paulo Ribeirinho

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PROFESSIONAL EXPERIENCE

- 2023 - Present **Novastone Capital Advisors – www.novastone-ca.com** **Portugal**
Swiss company, founded by a consortium of Single Family Offices, that runs a Search Fund program
Search Fund Principal
 - Conducted search for profitable small, medium-sized company in industrial sector with Enterprise Value between EUR 5-50 Million and EBITDA between EUR 1-5 Million
 - Primary search focus on manufacturing (assembled parts, footwear, textile, metallurgy, plastics, chemical)
 - Secondary focus on service sector around manufacturing (logistics, maintenance, industrial cleaning, waste removal, IT development)
- 2022 - 2023 **Worten – www.worten.pt** **Portugal**
Biggest online and offline retailer in Portugal with more than 180 physical store locations
Head of Marketplace Iberia
 - Integrated Dott's HR structure (80 FTEs) and financial accounting into Worten organization and led due diligence process with external consultants
 - Improved 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
- 2018 - 2022 **Dott – www.dott.pt – acquired by Worten.pt in January 2022** **Portugal**
Marketplace JV between largest retailer in PT (Sonae) and local post (CTT)
Chief Operating Officer / Chief Financial Officer
 - 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 invoicing
 - Developed 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 3
 - Controlled forecasting and execution of 20m€ investment and developed HR strategy
- 2016 - 2018 **Microsoft – www.microsoft.com** **United Kingdom**
Multinational technology company – Leading producer of software, hardware and services
Senior Product Marketing Manager – Education / Enterprise Mobility and Security Business Lead
 - Defined and implemented GDPR sales program strategy for the UK across all product workloads considered best in practice in global event
 - Created 7m user market opportunity for K12 segment using partners to scale adoption of O365 and tele-sales to action sales pipeline
 - Developed programmatic sales approach with partners around O365 compliance with GDPR generating 150m£ pipeline with +30% conversion rate
- 2013 - 2015 **Jumia – www.jumia.com** **Nigeria**
Invested by Rocket Internet / AXA / Millicom / MTN / Orange – Largest e-commerce platform in Africa (IPO 2019)
Chief Operating Officer
 - Managed a P&L of 6m€ and had custody of more than 10m€ in inventory
 - Scaled operations team from 50 to 100 associates in 8 months to cope with 30% per month order growth
 - Designed 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
- 2012 - 2013 **Tefen Management Consulting – www.tefen.com** **United Kingdom**
Boutique consulting firm specializing in pharmaceutical operational excellence
Senior Consultant – Focus on operations and logistics improvements in pharmaceutical industry
- 2009 - 2012 **Kaizen Institute – www.kaizen.com** **Portugal / Spain**
Lean consulting company founded in Japan with over 400 consultants in 50 countries
Consultant – Focus on process redesign and data driven operational improvements in industrial sector

EDUCATION

- 2016 **INSEAD MBA Class of July 2016 – www.insead.edu** **Singapore / France**
Treasurer of the Rugby Club, Member of the TMT and PE Clubs
- 2009 **Faculty of Engineering of the University of Porto – www.fe.up.pt** **Portugal / Brazil**
Master's in Electrical and Computers Engineering (international exchange program in Rio de Janeiro)

LANGUAGES

Portuguese (Native), English (Fluent), French (Business), Spanish (Business)

PERSONAL INTERESTS

- Investor in Natural Crave – healthy food brand with 6 stores in Portugal – www.crave.pt
- Investor in Dark Kitchen – virtual kitchen business operating in main delivery platforms