

AUGUSTO JOSE BORGES DE ANDRADE

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Business Development & Growth Executive

Dedicated Business Development and Growth Executive, adept at developing effective marketing material networking with business decision makers and turning business prospects into buying customers. A top-performing, organised and detail-oriented Manager, able to prioritise and delegate tasks effectively. Enthusiastic mentor and leader, motivating teams to perform at their best in providing excellent service and developing ongoing, profitable client relationships. Creative, resourceful and flexible, adapting to changing priorities and maintaining a positive attitude and strong work ethic.

Areas of Expertise

- High-Level Sales Proficiency
 - Strategic Planning/Analysis
 - Business Development
 - Industry Networking
 - Trade Show Attendance
 - Competitive Intelligence
 - Leadership & Mentoring
 - Integrity-Based Selling
 - Sales Cycle Compression
 - Tactful Closer
 - Sales Management
 - Communication
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Professional Experience

SEVEN2THREE CONSULTING, PORTO, PORTUGAL 2013 – PRESENT **PARTNER, CONSULTANCY AND BUSINESS DEVELOPMENT EXPERT**

- Create and implement business strategies that leverage and integrate sales and marketing strategy to achieve business objectives. Work with business clients to define current and desired future state operating models and business capability roadmaps. Lead development of financial models indicating the investment required and estimated benefits.
- Advocate and lead business process focus. Support those in the utilizing various tools such as mapping, modeling, workflow analysis, gap analysis and use cases. Align business and clients' needs and impact on business processes to establish strategic priorities.
- Supervise competitive analysis and benchmarking of sales and marketing solutions.
- Through participation in Governance committees, ensure overall execution of the project portfolios and capability roadmap realization, and measure the quality and business value of investments to ensure customer satisfaction. Establish and maintain effective communication and engagement with appropriate executives and managers to ensure that proper information technology needs are met, including the management of client expectations.
- Preparing and launching an organization in Morocco, PTMA, in international commerce.

EURISKO – ESTUDOS PROJECTOS E CONSULTORIA SA, PORTO, PORTUGAL 2004 – 2013 **GENERAL MANAGER**

- Formulated policies, managed daily operations and planned use of materials and human resources (12 members of staff)
- Developed and implemented product-marketing strategies, including advertising campaigns and sales promotions.
- Restored profits of the consultancy enterprise, reshaping focus of business activities on larger clients rather than SMEs. Established stable clients database from government and trade association sectors, securing long-term relationship around ISO 9001 standardisation and investment grants from the European Union.
- Implemented innovation-oriented strategy which resulted in invitation for company to take part in prestigious Exhibition of Best Practices in European Union-funded programs in Portugal, second edition.

GENERAL MANAGER

- Planned, coordinated, managed, and oversaw everyday operations across 2 core business areas: training and IT services. Directed, trained, mentored and motivated 80-member staff onsite and 400 consultants, working remotely.
- Succeeded in accelerating company's business activities (10 times revenue and portfolio growth from 1995 till 2004), which resulted in International Vision Award granted by Executrain for growth and creativity, as well as Best Portuguese Training Company title received in 2000 from PCGuia, the greatest IT magazine in Portugal.
- Supervised planning and organisation of EMEA international conference for Executrain in Viseu in 1999
- Secured an agreement with ElementK, one of the largest e-training companies in the world, and management of the biggest training programme in Portugal successfully delivered to 13K chartered accountants across the country in 3-month period in 2002.

*PREVIOUS EXPERIENCE INCLUDES **GENERAL DIRECTOR AND MANAGEMENT COMPUTING COORDINATOR ROLES WITH CESAI – CENTRE OF EDUCATIONAL DEVELOPMENT IN IT (1986-1994), PLANNING ADVISOR POSITION WITH SONAE (1986), MARKETING DIRECTOR ROLE WITH INVICTOS (1983-1985), AS WELL AS FINANCIAL DIRECTOR POSITION WITH SOCIEDADE TECNICA DE ARTES GRAFICAS (1982).***

Education & Training

Master of Business Administration, University of Bath, UK
Bachelor of Science in Economics, Faculty of Economics, University of Porto, Portugal
General Manager Training, Executrain”, Atlanta, USA (1998)

Recent Training - 2020

Introduction to Negotiations by Coursera/ Yale University
Foundations of the Music Business by Coursera/Berklee College of Music
The Business of Health Care by Couseira/University of Pennsylvania

International Awards & Distinctions

International Vision award 1998 Executrain
EU best practices in health and safety 2009

Courses & Seminars Head Coach

Organization and Management, 3rd and 5th year of graduate course of studies, Portucalense University, 1990-1999
(Head Teacher role)

courses: Lotus 123, Symphony, Computing & Marketing,
seminars: Managing Competition, Information Technology for SME
moderating 40 seminars: part of 'Prevention is Cure – Reducing Occupational Accidents' programme

Responsible by papers performed in 36 local governments in the scope of the project “Certify”, aiming to certify the quality and implementation of internal emergency plans in the local governments.

Responsible by papers in 8 Portuguese industrial sectors regarding health and safety procedures in a project called “Prevenir” (Prevention)

Other

Story writer and owner of the script of the cartoons To e Kika, who received prizes from EU. Those cartoons were published in one of the largest Portuguese papers, "Publico".

Story writer of a DVD To e Kika which received a quality prize from the Portuguese institute of cinema.

Sports

Swimmer in free and back styles with several titles in Clube Fluvial Portuense

Water polo Portuguese champion by CDUP

Futsal 1st division player and manager by Cesae

Table tennis 4th classified in university Portuguese championships