



## António José Rocha Sousa

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📅 Date of birth - 31 January 1970

👤 Marital status - Married

### Professional Profile

Professional career developed in the commercial area in a national and international context in the retail and industrial sector, both in modern and traditional trade, in several segments such as food, DIY, flooring distributors, construction materials, furnishings, home and office articles.

High experience in negotiation and P&L management, complemented by strategic vision and market analysis, with strong orientation for goals and results.

Responsibility for the reorganization, leadership and motivation of sales teams, together with the definition and KPI's monitoring.

### Professional Experience

#### SAMECA – PRODUTOS QUÍMICOS, S.A.

September 2023

##### BUSINESS UNIT MANAGER

Report to the CEO and management of a sales team with 3 people.

**Occupation Area:** Iberia region in paints, construction materials and paper adhesives segments.

##### Main Responsibilities:

- Management and coordination of the commercial team's activity to achieve the sales targets;
- Development of major key accounts as well as identify potential new customers;
- Monitoring industry trends and competitor activities to identify new business opportunities;
- P&L management, ensuring the achievement of the sales and margin objectives defined and approved in the annual budget.

#### QUIADSA - INDÚSTRIAS QUÍMICAS DEL ADHESIVO, S.A.

June 2022 – August 2023

##### SALES MANAGER PORTUGAL

Report to the Iberian Commercial Director.

**Occupation Area:** retail and industrial sector, both modern and traditional trade, in the DIY and construction materials segments.

##### Main Responsibilities:

- Define and implement all the company's business activities in order to achieve the goals defined in the annual budget;
- Management and development of existing customers as well as identify and acquire new customers;
- Understand customer needs and present products that aim to respond effectively to these needs, keeping the focus on profitability and company growth;
- Develop and implement effective strategies to respond to market trends and competitors' activities;
- Monitor and report the main indicators of the undertaken business activities.

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**LIDERBOX – ARTES GRÁFICAS, S.A.****November 2020 – May 2022****Global Key Account Manager**

Report to the CEO.

**Occupation Area:** packaging solutions for the food and non-food industry in Portugal, and other European countries.

**Main Responsibilities:**

- Major accounts management (establish agreements, conditions and negotiations);
- Identify new business opportunities in new markets or sales segments/channels;
- Build and maintain successful relationships with current or potential customers.

**HAMELIN BRANDS, SLU.****June 2019 – June 2020****Sales Manager**

Report to the Iberian Commercial Director and management of a team with 2 people.

**Occupation Area:** Portuguese modern and traditional trade in the stationery segment.

**Main Responsibilities:**

- Negotiation of general supply agreements and management of modern trade accounts (Sonae, Pingo Doce, Auchan, Intermarché, Staples, etc.);
- P&L management and definition of strategic areas for market evolution;
- Traditional trade sales team management;
- Market and competitor's monitoring with development of new business opportunities.

**MINDCRAWL - CONSULTORIA E COMUNICAÇÃO****January 2019 – June 2019****Business Advisor**

Report to the owner.

**Occupation Area:** digital communication for companies from different sectors.

**AMORIM CORK COMPOSITES, SA.****July 2015 – March 2018****EMEA Retail Sales Segment Manager**

Report to the CEO and management of a sales team with 9 people.

**Occupation Area:** EMEA region, modern and traditional trade, in the segments home improvement retail, broadline retail, distributors of flooring, construction specialty retail, furnishings, office products, home & office specialty retail, accessories & personal products, leisure goods e home & design products.

**Main Responsibilities:**

- Strategic management and coordination of the commercial team's activity to achieve the sales targets;
- Definition of annual goals and optimization of actions plans to ensure and motivate their execution;
- P&L management ensuring compliance with sales and margins targets defined and approved in the annual budget;
- Negotiation of general supply agreements with national and international retail brands;
- Orient the commercial team to a bigger focus on prospecting new customers and identification of new business opportunities;
- Market analysis and KPI's monitoring.

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**UHU IBÉRICA ADESIVOS, LDA.** **January 1999 – June 2015**

**Key Account Manager**

Report to General Manager and management of a sales team with 6 people.

**Occupation Area:** modern and traditional trade in the stationery and DIY segments.

**LEGRAND ELÉCTRICA, SA.** **March 1996 – December 1998**

**Key account**

Report to Modern Trade Director.

**Occupation Area:** modern trade – food and DIY channels - north of Portugal.

**OTHERS WORK EXPERIENCES:**

⇒ Computer trainer (with Pedagogical Competences Certificate obtained through IEPF – Portuguese Institute for Employment and Vocational Training - October 1995 – December 1997).

⇒ Key account in Vida Económica Weekly (December 1995 – February 1996).

⇒ IT marketing advisor (July 1995 - November 1995).

⇒ Account trainee in the advertising agency - JDM - Design e Marketing, Lda. (March 1995 - May 1995).

⇒ Buying section employee at Longa Vida, Ind. Lácteas, S.A. (January 1990 – October 1990).

⇒ Advertising agent (October 1986 - March 1987).

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## Education

**ESCOLA DE ECONOMIA E GESTÃO DA UNIVERSIDADE DO MINHO** **2007 - 2009**

**Postgraduate in Marketing and Strategic Management**

**UNIVERSIDADE DA BEIRA INTERIOR** **1990 - 1995**

**Graduate in Communication**

**TRAINING COURSES**

⇒ **Advanced Excel Course**, Adecco.

⇒ **Advanced PowerPoint Course**, Adecco.

⇒ **Sales Force Management Course**, Escola de Comércio do Porto.

⇒ **Marketing Course**, F. Rolin, Eng. e Consultoria Industrial, S.A.

⇒ **Merchandising Course**, SGCE.

⇒ **WEB Design Course**, ADICE.

⇒ **Multimedia Communication and Information Course**, FUNDETEC and INESC.

⇒ **Diction Course**, Centro de Formação de Jornalistas.

⇒ **Administrative Technical Course**, Cooperativa de Ensino da Universidade Lusíada.

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## Language skills

PORTUGUESE

**Native.**

ENGLISH

**Fluent: spoken and written.**

SPANISH

**Fluent: spoken and written.**

FRENCH

**Intermediate: spoken and written.**