

Ricardo da Magalhães Cunha Lopes

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EDUCATION

PhD candidate | FEUP / NOVA 2021 - :: Profiling Consumer Personality Through Digital Behavior

Doctoral Course | FEUP / NOVA: 2018 – 2020 :: Doctoral Program in Digital Media

ARTIFICIAL INTELLIGENCE Course: MIT SLOAN BUSINESS SCHOOL (2018)

GENERAL MANAGEMENT PROGRAM | EGP (2013)

MBA | UCP Porto (2003/2004)

DEGREE SPORT MANAGEMENT | ISMAI (2001)

LANGUAGES

PORTUGUESE (ILR 5)

ENGLISH (ILR 4)

SPANISH (ILR 3)

PROFESSIONAL EXPERIENCE

JUN. 2021 – JUL. 2023 GLOVO Q-Commerce [Mercadão (Pingo Doce / PT); Lola (Biedronka / PL)]

CMO – Growth Marketing & Communication Director.

Leading communication and growth marketing strategy for Glovo Q-Commerce verticals Mercadão and Lola Market operations in Portugal, Spain, and Poland, overseeing 12 direct reports. Core duties include monitoring and supervising the overall media relations from internal to external communications, branding activities, performance marketing, customer data analysis, CRM campaigns, and product development (Ux CRO; SEO). Growth Kpis: +47% new customers YoY, +29% average customer value, +6% average order value, for a €60M GTV food delivery marketplace.

AUG. 2018 – JUN 2021 LOBA.cx (Portugal):

Head of Digital Marketing & Strategy.

Led a cross-functional team of 10 digital marketing and communication consultants, driving product innovation and renovation pipeline for the Marketing business unit. With a focus on growth strategy, I collaborated with Consumer Goods, Retail, Telecom, Auto, and Energy organizations to achieve their acquisition and retention objectives. Main projects included consulting and implementation of E-commerce business for Philips, Seaside, Colchaonet, and Quebramar, the set-up of CRM systems for EDP, Salvador Caetano, Tintex, and SOVE (Salesforce & Zoho), and the design of loyalty campaigns looking to improve customer acquisition and retention rates. BU Kpis: +300% new clients, 580k€ revenue, +250% € growth, +70% renewal rate.

SET. 2019 – IPAM (Portugal)

Invited Teacher

2023 – **Marketing & Technology Master.** Course unit – Disruptive Technologies.

2019 – 2021 - **Global Marketing Master.** Course unit - Marketing Futurecast.

SEP. 2015 – AUG. 2018 | SPAR International (Netherlands):

Head of Marketing Communication

As a member of the Board and Head of the team, I executed a comprehensive brand communication plan that effectively increased brand awareness and customer engagement. Leading the design team, I oversaw the rebranding of SPAR for Portugal and the development of compelling visual and written content across multiple channels, including in-store communications, promotional leaflets, digital comms, and packaging for SPAR's private label. Growth Kpis: +50 new stores, +60M€ in GMV (Dec. 2018).

FEB. 2014 – JUL. 2015 | SONAE CAPITAL, SA (Portugal):

Head of Business Unit.

Responsible for BU P/L, successfully created and led the Sports Event business unit, achieving the company's goals and objectives of *fitness everywhere*. This new BU was a long-term growth lever for “sport outside clubs” that enabled a higher number of members per m2, improving clubs' revenue. This BU also developed strategic partnerships with key brands (ex. Coca-Cola, Under Armour, Wells), adding a second growth revenue lever and enabling a new commercial revenue stream.

AGO. 2004 – JAN. 2014 | SONAE S&F (Iberia):

Marketing Manager (SPORT ZONE).

In SportZone, I have led brand management and created successful communication strategies that enhanced brand image and drove business growth in Iberia. Developed and executed public relations initiatives and sports event campaigns that improved the company's reputation and increased brand salience. My responsibilities also included managing sponsorship and endorsement deals with key influencers, advertising campaigns above the line, and improving our CRM and loyalty campaigns. Growth Kpis: +120 new stores, +220M€ in GMV, 180k clients with a loyalty card, 3 leading brands in the PT market (#1. SportZone; #2. Berg; #3. Deeply).

SET. 2003 – JUL. 2010 | ISMAI, CRL. (Portugal):

Invited Lecturer - Sport Management.

Course units: i) Corporate Communication; ii) Event Management

JAN. 2001 – JUN 2004 | FC Porto / PORTOCOMERCIAL, SA (Portugal):

Business Development Manager

Develop and deliver a comprehensive marketing action across the Sponsorship and Venue divisions. Includes sponsorship management for leading club teams and the project management of the New Business and Corporate Marketing Plan of the venue Estádio do Dragão, enhancing the customer/fan experience and implementing effective commercial offers seized to the Portuguese market. Growth Kpis: +80 new partners, +7M€ in Sponsorship revenue.

AWARDS

SONAE individual award: 2010.