



José Carlos Ferreira

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Porto, Portugal – Nantes, France

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Retail Director

Accomplished leader with progressive experience driving innovation across retail marketing activities and devising business success strategies to deliver top revenue growth across fast-paced environments.

Autonomous and a specialist in transformation, I have successfully surpassed major objectives through an approach focused on operational excellence, personnel development, and brand management. My ability to optimize the performance of my colleagues while enhancing the overall results of the group demonstrates my proven expertise.

Areas of Expertise

- Retail Operations Management
- Strategic Business Planning
- Brand Development
- Retail Marketing & New Product Launch
- P&L, Budget Planning & Control
- Facility Management
- People Management
- Staff Training & Development
- Facility Management

Career Experience

Empark – Telpark, Madrid - Spain

2023 – Present

Deputy Director

Facility management. Responsible for contracts with public and private companies. Reorganization and restructuring of HR. Management of operations in the Portuguese regions. Definition of marketing strategy and revenue management. Driving force behind digital transformation.

Career Break:

2022

Implemented a family tourism business (outsourcing management since Apr. 23) and pursued a master's degree in business.

Contidis SA, Angola

2019 – 2021

Director of Retail Operations

Led retail activities like Ready-to-wear, electronics, pharmacies, and opticians' stores, such as Wammo, Cuida +, and Optical Cuida. Oversaw pro-active business and marketing planning by performing as sales managers, unit managers and supervisors' recruitment. Rendered expertise in operational & HR expenses control, product cardex adjustment, visual merchandising control and brands strategy.

- Excellent profitability of stores despite the currency crisis and inflation in Angola.
- Recruited, trained, and promoted local managers to replace expatriate employees.

TBA SA, Angola

2017– 2019

Director of Brand Operations

Joined the company to establish stores for the Sonae Group (revenue+ €8 billion) in Angola, including brands such as Sport Zone, Worten, MO, Zippy.

- Attained desired goals by delivering strategic leadership to store managers and supervisors.
- Raised Sport Zone brand in country market, provided performance data, controlled visual merchandising, and drove the business development by cultivating strong relationships with business partners.

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SONAE SR, Porto

2012– 2017

International Franchising Operations Manager

Seasonal

Managed the international expansion of Sport Zone (apparel and sports) in Morocco, Angola, India, the United Kingdom, Germany, Austria, and France. Developed store layouts, selected product ranges, visual merchandising, trained on-site teams, and opened stores.

- Increased operational efficiency by leading numerous projects for the international Sport Zone franchise.
- Strengthened relationships with international partners.

SONAE SR, Porto

2001 – 2017

Retail Operations Manager

Performed numerous roles starting as a sector manager, then department manager, store manager, and director at Sport Zone. I quickly advanced professionally, managing increasingly larger and more numerous stores. Actively participated in managing cross-functional projects, including omnichannel sales, customer service, Kaizen, and RFID.

- Efficiently managed profit centers.
- Improved customer experience and achieved strong profitability.

Additional Experience

Department Manager, Intersport Braga, Portugal

Marketing Assistant, Honeywell Amiens, France

Junior Banking Advisor, Deutsche Bank Porto, Portugal

Education

Master's degree in International Business Management (Honours)

Minho University, Braga – Portugal 2021/2023

Bachelor's degree in Economics - International Relations

Minho University, Braga – Portugal 1997

High school diploma (Economics) – (Honours)

Lycée Clémenceau, Nantes - France 1993

Professional

Business Intelligence | Strategic Innovation | Projects Management Internal Training | Team Management

Languages

French - Portuguese Native C2 | **English** Upper-intermediate B2+ | **Spanish** Upper-intermediate B2+

Technical Proficiencies

Computer Skills: Excel | PowerPoint | Word | Google Sheets | Google Slide | Google Docs

Management Software User: RETEK, Power BI, SAP Srm, RMS, SAP RH & Fin, many others FO