

# Carlos Alberto Dias Moutinho

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## Professional Profile

As a business developer I have held multiple key roles, from marketing manager, public relations and managing director, founder and international business consultant. With an established reputation, I am known for being a highly motivated achiever of even the most difficult tasks. Some of my achievements below.

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## Key Skills & Achievements

- 1990 youngest Marketing Manager for Mobilia Canada
- 1999 responsible for a network of 200 sales representatives
- 2000 at Citibank, exceeded objectives in 1<sup>st</sup> YR by 15%
- 2003 launched AON- ADG Portugal in 2003
- 2006 responsible for a network of 15 financial and tax mediation branches
- 2009 exceeding a turnover of € 19m sales in health sector

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## Career Summary

### Business & Entrepreneur Expansion Consultant

Lisbon - 2012 - present

**Managing Director**  
2008-2012  
Lisbon - Medinfotec Consultoria & Medicina S.A

- Reporting directly to the President of the Medinfotec Holding
- Full P&L and KPI responsibilities bringing about new standards
- Responsible for new business development
- Responsible for import/export relations and business expansion
- Developed new trademarks and launched respective products in Oral Health care for retail. FMCG
- Managed several Shopping Centre stores in the retail FMCG consumer goods / Health& Wellness (Bottega Verde, Nio and Rsobral Jewelry).
- Managed Oral Hygiene solutions FMCG retail market (Sonae, Jeronimo Martins, Auchan)
- Managed an external team of B2B sales agents
- Managed Public relations and media responsibilities

**Managing Director / Founder**  
2003-2008  
Lisbon - Big Expert Lda

- Responsible for 14 branches (Lojafinanceira-The Money Store).
- Franchising in the financial brokerage mass market
- Develop direct sales / outsourcing for banks, financial institutions and insurance companies/brokers.
- Pioneered institutional business relationship with banks, Insurance companies and government agencies
- Developed sales training with regards to specific products such as home Mortgages, credit consolidation and personal loans based on fixed guarantees/collateral
- Responsible for management and selection of service agencies and call centers
- Wealth Management
- Real-estate owner

**Country Manager**  
2003-2004  
Lisbon - AON Corporation

- Reported directly to headquarters in Chicago.
- Launched in Portugal ADG with EDP & PT.
- Full P&L and KPI responsibilities.
- Responsible for commercial and institutional relationships, mainly with government and Portuguese Insurance Institute.
- Managed Outbound Telesales for insurance products
- Responsible for management and selection of service agencies and call centers
- Responsible for political and corporate relations

**Business Development and Brand Manager**  
1998-2003  
Lisbon - Citibank Plc

- Responsible for the distribution, direct sales and portfolio of Citibank credit cards and obtaining target values and profitability with full P&L responsibility
- Recruitment and management of outsourcing sales agencies with a sales force of 200 sales reps
- Launched Citibank Direct Mailing department and Outbound Telesales department
- Responsible for media and institutional relations

- Marketing Manager**  
**1995-1998**  
**Lisbon - Copigés, Computer Systems S.A.**
- Reporting directly to the President of the Copigés
  - Responsible for the marketing department
  - Launched outbound telesales department
  - Launched consumer care hotline
  - Responsible for the restructuring of company portfolio and business orientation in the computer market.
  - Responsible for relationship with Government and bank agencies
- Marketing Manager**  
**1990-1994**  
**Canada - Mobilia Group**
- Responsible for the marketing department
  - Responsible for the marketing of 10 Malls in major cities throughout Canada for the French and English markets
  - Responsible for media and institutional relations

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## Education and Qualifications

1992 MBA Marketing - Concordia University - Montreal, Canada

1990 BA in Political Science & International Relations - Concordia University - Montreal, Canada

### Trainings and Seminars

- Sales training program Sun Life Canada
- Financial Analyses Seminar National Bank of Canada,
- International Business, accounting, Economic Development Citigroup
- Sales training Program sponsored by Citigroup

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## Key Skills

### IT

Complete MS-OFFICE, Photoshop, Goldmine, Quarkxpress, Delphi, Dreamweaver, Flash, SAP, Primavera, Macromedia among others

### Trainings and Seminars

- Sales training program Sun Life Canada
- Financial Analyses Seminar National Bank of Canada,
- International Business, accounting, Economic Development Citigroup
- Sales training Program sponsored by Citigroup

### Language Skills

Fluent (written and spoken): English, French and Portuguese

Less-fluent (written and spoken): Italian and Spanish

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## Personal Details

### Civic Aptitudes

Local head officer for district voting

President School - Parent Association

Portugal Ice Hockey Federation - Responsible for the first official game in 2001

Golf

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## **REFERENCES ARE AVAILABLE ON REQUEST**