

PROFILE

I’m a Lisbon-based brand strategist with experience in creative leadership, business transformation and digital marketing. I’ve worked across Europe, Africa and the Middle East, building strategies for brands and helping companies grow through branding, technology and clear positioning.

PROFESSIONAL EXPERIENCE

HEAD OF GLOBAL BRAND — PETROTEC GROUP
— LISBON May 2023 – Present

Leading the transformation of Petrotec from market challenger to category-defining brand — aligning all sub-brands under one vision and purpose: We keep the world moving. Repositioned the entire brand portfolio with a new North Star purpose, unifying Fuel, EV Charging, and Hydrogen under the Opening Mobility platform. Oversaw full brand relaunch: strategy, storytelling, concept, creative direction, copywriting, and media rollout. Defined and implemented The Petrotec Way — an internal operating system driving brand, culture, and innovation across teams. Built the brand’s strategic backbone from scratch: Brand Elements Table, Golden Circle, Brand Behaviours, Tone of Voice, motion identity, graphic language, and storytelling across all touchpoints. Positioned Petrotec as a thought leader — keynote speaker and brand ambassador at events like CHARGE (“B2B doesn’t mean Boring”). Activated the brand at major trade shows (London EV Show, World Hydrogen Summit, Motortec, UNITI) and signature experiences (Hackathon, Summer Camp, Winter Fest). Deployed a unified social media governance model, aligning leadership, product, HR, sales, and agency partners.

GROUP HEAD OF STRATEGY — CREATION
— LISBON June 2013 – April 2023

Led brand and creative strategies for clients in Portugal, Brazil, Angola, and Cape Verde, fostering purpose-led transformation across categories. Designed strategies and developed campaigns for major national and international brands including Unicef, Asus, Renault, Sagres, and Unitel. Directed the strategic evolution of the agency’s operations across Portuguese-speaking countries.

COUNTRY MANAGER, CAPE VERDE — CREATION
— PRAIA January 2012 – May 2013

Founded and grew the agency’s operations in Cape Verde from the ground up. Established the agency as a local creative reference, winning Agency of the Year at the Lusophone Creativity Awards — aligned with the agency’s desired market positioning. Led branding and campaign strategy for local and international brands.

BRAND STRATEGIST & BUSINESS DEVELOPER — CREATION
— LISBON May 2010 – January 2012

Built the agency’s strategy department and embedded strategic thinking into its creative culture. Drove commercial growth in Energy, Telecommunications, and F&B sectors across Europe and Africa.

CORPORATE COMMUNICATION OFFICER — MYBRAND
— LISBON July 2009 – April 2010

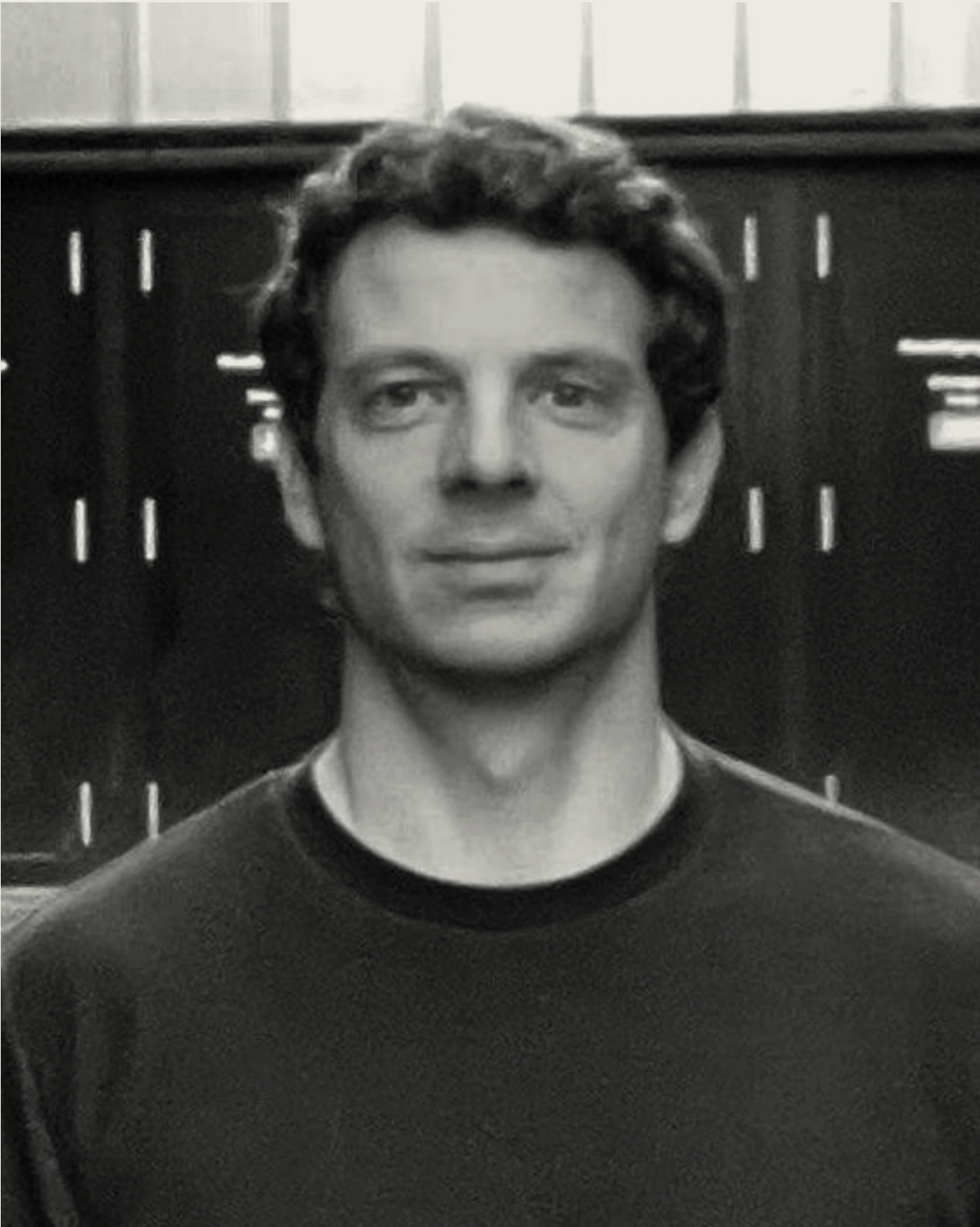
Created MYBRAND Marketing Sessions, a thought-leadership series featuring names like Philip Kotler and Martin Lindstrom. Led media relations and digital communications for the firm.

BUSINESS DEVELOPER — AICEP UAE
— DUBAI January 2009 – July 2009

Led the UAE visit of Portugal’s Minister of Economy and Innovation, fostering FDI. Assisted Portuguese firms including Fly London, Unicer, Boca do Lobo and SISAB in market expansion and investor relations.

BRAND CONSULTANT – STRATEGY & IDENTITY UNIT — MYBRAND
— LISBON February 2008 – January 2009

Contributed to rebranding strategies for brands like EDP, ZON, MEO, Sagres, Vista Alegre, and Iberwind. Developed online brand reputation reports and supported brand valuation and naming projects.



EDUCATION

MBA in Creative Leadership
Berlin School of Creative Leadership

Recipient of the Dmexco Scholarship for innovation in digital marketing.

BA in Marketing & Advertising
Universidade Lusófona de Humanidades e Tecnologias

PASSIONS

Surfing, Blockchain, AI, Zero to One Innovations. Agile Engineering Cultures. The intersection of Science, Art, Tech & the Humanities

CORE COMPETENCIES

Brand Strategy: Repositioning, Strategic Storytelling, Brand Architecture, Tone of Voice, Brand Systems, Purpose & Vision

Digital&Growth: Digital Ecosystems, UX, CRM Integration, Lead Generation, GTM Campaigns

Leadership: Cross-functional Collaboration, Creative Direction, Stakeholder Engagement, Event Experience Design

HIGHLIGHTS & HONOURS

Courage to Pioneer: Founded Creation’s Cape Verde office solo, navigating a new culture and market.

Selected by Rotary International: Represented Portugal in a Group Study Exchange to Western Australia.

Innovative Creator: Founded PAMKnowsBest.com, the first AI-based assistant for surfers.

LANGUAGES

Portuguese: C2 (Native)

English: C2 (Fluent)

Spanish: B2 (Professional Working Proficiency)

PERSONAL MOTTO

“Be ashamed to die until you have won some victory for humanity.”

