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ANDRÉ FILIPE MARQUES SERRANHO

PERSONAL INFORMATION

Nationality: Portuguese
Date of Birth: June 27th. 1975 in Vale de Santarém, PORTUGAL

SUMMARY

I am a motivated marketer who has had a fulfilling career successfully leading projects in diversified areas. I have gained a great deal of ICT knowledge and international experience that could be extremely valuable in enabling the successful development of a fast growing business in Finland or abroad. Coming to Finland for family reasons in 2000, I started my own business, and achieved an MBA with Honours from the Helsinki School of Economics in 2004, coming 5th out of 38 participants. A person of absolute integrity, with respect for cultural diversity, and a positive, entrepreneurial outlook, I am looking for an opportunity to take part in the development of a dynamic and customer-oriented company which will provide me with challenge, learning opportunities, and a sense of achievement.

PROFESSIONAL SKILLS

Marketing and Sales

- Excellent presentations and reports in six languages (including English and Finnish), using all sorts of media
- Effective intercultural communicator
- Creative, versatile thinker, with the necessary visual eye
- Interpersonal, social skills
- Branding, identity, and product development.

Business Development & Strategy

- Southern European and South American markets business development
- Strategic planning including marketing, operations, HR, and finance
- Partnership negotiation.

General Management- nationally and internationally

- Ability to bring an integrated, international perspective to local management, thus strengthening the links between different subsidiaries
- Project management (also in ICT)
- Marketing and operations management
- HR: cross-cultural understanding, career development
- Leadership: vision, entrepreneurial spirit, team building and leading.

LANGUAGE SKILLS

- **English**, Fluent;
- **Finnish**, Fluent, Helsingin Kesäyliopisto levels 1 to 4 certificates;
- **Spanish**, Fluent;
- **French**, Fluent;
- **Italian**, Fluent;
- **Portuguese**, Native;
- Knowledge of **Swedish** and **German**.

ICT SKILLS

- **Microsoft Office** (Word, Excel, PowerPoint);
- **Graphic Design**: Paint Shop Pro, PhotoShop and PhotoDeluxe, Visio;
- **Multimedia**: Macromedia Flash and Director, Adobe Premiere;
- **Internet production**: Browsers, Web Editors, FTP, IRC;
- **Operating Systems**: Microsoft Windows, Linux;
- **Programming languages**: HTML, XML, JavaScript (with Front Page, Arachnophilia, Notepad, among others);

WORK EXPERIENCE

2006 - 2007 Xtract Ltd. Helsinki, Finland

Director, Sales, South Europe and Latin America, formerly Account Manager

- Responsible for the Telefonica account
- In charge of business development for social network-based customer behaviour analytics solutions, and establish business partnerships with the biggest mobile operators in Southern Europe (Spain, Portugal) and Brazil.

2003 - 2006 Co-operative Eco-One Nurmijärvi, Finland

Project Manager / Member of the Board since Jan. 2005

- In charge of developing international co-operation projects in the area of quality, environmental, and safety management, including preparation of marketing material in web, print, and multimedia format
- Co-ordinated cross-cultural teams located around the European Union
- Responsible for establishing and developing business partnerships.

2005 Nomovok Ltd. Espoo, Finland

Operations Lead

- Responsible for the Nokia account, as manager of technology projects and CRM for key customers. As such, lead a team of software experts in the development of an innovative Internet Tablet mobile communication device
- Improved the quality of the corporate communication
- Devised the company's expansion plan for South America.

2000-2003 Productions Super Pinga Produções Vantaa, Finland

Communication Consultant

- Developed projects in the fields of Web Marketing, Graphic Design, and Translation (commercial/technical) for SMEs
- Increased the customers' brand awareness, especially by enhancing the visibility and user-friendliness of their web sites.

1999 - 2000 International Office University of Siena, Italy

International Officer

- Edited and maintained the University's communication material targeted to foreigners, including the Office's Web pages at <http://www.unisi.it/relazioni.htm>;
- Contact person for home and foreign Institutions;
- Assisted foreign students and guests concerning bureaucracy and lodgement.

1998 - 1999 ExChange OC AIESEC Lisboa ISCTE, Portugal

Corporate Relations / Reception Officer / Fund Raiser

- Played PR role in promoting the organisation to business companies through presentations and partnership development;
- In charge of the Reception Process of foreign trainees.

EDUCATION

2003 - 2004 Helsinki School of Economics Helsinki, Finland

MBA in International Business

- Awarded "MBA with Honours" (GPA 3,81/4)
- Excelled in **Business Communication, Managing Corporate Reputation, International Marketing, International Business, and Global Branding**;
- Winner of the Foundation for Economic Education scholarship
- Exchange student in the **Instituto de Empresa** (Madrid, Spain)
- Worked part-time during the whole study period

1993 - 1999 I.S.C.T.E. Business School Lisbon, Portugal

M. Sc., Business Management and Administration, specialised in Marketing

1997 - 1998 University of Ancona Ancona, Italy

Student of the Faculty of Economy, under the SOCRATES/ERASMUS Programme of the European Union

COMPLEMENTARY FORMATION

2003 Vantaan Aikuisopisto Vantaa, Finland

Multimedia (Photoshop, Flash, Director and Premiere) course

2001 Helsinki School of Economics Helsinki, Finland

Competitiveness of European Firms (4 cr.) course

SUMMER JOBS

Two years Municipal Swimming Pools Cartaxo, Portugal

Lifeguard

- Assisted and rescued customers;
- Gave maintenance to the facilities, to ensure safety.

EXTRACURRICULAR ACTIVITIES

- Contributor to the Portuguese edition of the book "**PUBLICITOR**" - Theory and Practice of Marketing Communication (Advertising, P.R., and related subjects), by Dr. Vicente Rodrigues and Dr. Pedro Dionísio;

- Member of the **APPM** - The Portuguese Association of Marketers;

- Alumni Member of the **ISCTE Local Committee** of the **AIIESEC** - International Business Students' Association;

- Freelance cartoonist, author of the "SUPER PINGA" character;

- Webmaster of the following Web sites:

"New Marketing – Trends and Insights" blog at

<http://improvedmarketing.blogspot.com> ;

"SUPER PINGA's Home Page" (Entertainment), at

<http://geocities.com/superpinga2000> ;

"NetVale - O Vale de Santarém na Internet" (Town's Website) at

<http://geocities.com/serranho/netvale> ;

"Bandeirologia e Brasonária das Terras de Portugal" (Portuguese Flags) at

<http://bandeiras.no.sapo.pt> ;

- Contributor to the following Web sites:

"Lusofin" (Portuguese community in Finland) blog at

<http://lusofin.com/blog> ;

"FOTW - Flags Of The World" at

<http://www.crwflags.com/fotw/flags> ;

- Founding member of the **Lusovex**, association dedicated to the study of vexilology of the Portuguese speaking territories;

- Player and Coach of the **Iscinhos** Football team, winners of the ISCTE Championship, season 1994/1995, and Champions of the Lisbon Games, season 1995/96;

- Director, Reporter, Editor and Publisher of the "**Sarrafada**" - Newspaper of the Isctinhos.

PERSONAL INTERESTS

- Learning
- New Media, Advertising;
- Corporate strategy
- Football, Cycling, Floorball;
- Motor sports;
- Cinema;
- Gastronomy;
- Astronomy;
- History and Ethnology.

REFERENCES

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More on request