ARTUR MIRANDA

Global Executive & Transformation Leader | Human-Centric Growth, AI-Enabled Strategy & Organizational Excellence | P&L Leadership Across EMEA & GCC

PERSONAL INFO

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Availability to travel and to relocate.

ABOUT ME

Global C-Level Executive and Business Advisor with over 25 years of international leadership experience across EMEA, driving transformation, growth, and performance through clarity, culture, and conscious leadership.
Recognized for connecting business innovation, strategy, and human purpose, I have led large-scale commercial and cultural transformations for Fortune 500 companies and private equity ventures — bridging sectors such **as technology, sustainability, and impact-driven industries.**
Known for combining strategic vision with operational excellence, I build high-performing, multicultural teams that deliver sustainable growth and measurable human and financial results. My leadership style integrates **AI-enabled transformation, purpose-driven strategy, and human-centric performance**, helping organizations evolve with integrity and agility.
Open to executive (general or functional), interim, or advisory board roles focused on **growth, transformation, and leadership excellence with human impact across EMEA and GCC.**

EDUCATION & CERTIFICATION

MASTER OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS
EU Business School (Madrid) | 1999 - 2001

BACHELOR OF SCIENCE IN INTERNATIONAL RELATIONS
Independent University of Lisbon (Lisbon) | 1993 - 1997

- **International Coaching** Certification | **Association for Coaching** (AC c/Brainbase) & W/Keep Corporate: Professional level (AC), ongoing
- Mastering **Digital Marketing** | **London Business School**, 2022 - 2023
- **Financial Analysis for Non-Financial Managers** Certification Course | **INSEAD** Executive Education, 2021
- **Artificial Intelligence**: Implications for Business Strategy | **M.I.T**, 2019
- LEAP 2.0 **Change Management Program** | **Harvard Business School** & CCU - 6 months, 2017

PROFESSIONAL EXPERIENCE

Chief Global Sales Officer (Interim) – GrainPro | EMEA, APAC & US

GrainPro | 06/2024 – Ongoing

Role Overview:

- Report to CEO & Board: Develop and implement a global sales strategy aligned with corporate goals to contribute to reducing world hunger.
- Ensure robust sales pipeline and 80% conversion to sales, accurate forecasting, and global distributor network management.
- Collaborate cross-functionally to shape overall strategic direction.
- Led global people transformation, including leadership team alignment, talent development and culture integration across EMEA, APAC & US

Key Achievements:

- Delivered 2024 growth targets and developed the 2024–2030 global sales strategy, including partnerships, tenders, and multi-channel distribution.
- Manages a team of 5 Regional Vice Presidents across the globe, driving overall sales growth and strategic alignment.

Strategic Advisor & Partner - Business Transformation & Leadership (EMEA & GCC) *10/2022 – Ongoing*

Supporting business growth, leadership transformation, recruitment, coaching and organizational development through multi-sector partnerships in EMEA and GCC.
Through a portfolio of strategic partnerships, I deliver high-value services across **executive search, interim leadership, business transformation, coaching, cultural innovation and conscious leadership** — always tailored to the context, people and business lifecycle of each client.

- **Partner** – People Top Selection (Executive Search & Talent Advisory.
- **Business Transformation Advisor** – SM Group
- **Co-Founder** – AMMA Lab (Conscious Leadership & Organizational Growth)
- **Partner/CEO** – Brainbase (Coaching, Consulting & Interim Leadership)

Group Chief Executive Officer (CEO) Private Equity (Agri-Tech)

Zamseed (Siverstreet Capital Fund (UK & Zambia/East/Southern Africa) | 09/2020 - 09/2022

Role Overview:

- Spearheaded Led development of a regional operation in sub-Saharan Africa, integrating multiple brands in the seed and agriculture industry.
- Executed strategic visions to enhance potential and profitability.
- Implemented ESG policies and change management programs.
- Oversaw investment, funding, assets, and shareholder initiatives.

Key achievements:

- Boosted processing efficiencies by 30% and seed production productivity by 50%.
- Increased sales by 20% year-on-year through enhanced marketing/line expansion.
- Achieved double-digit EBITA growth, aligning with World Bank standards.
- Resolved legal, ESG, and HR issues; implemented new management software and online performance evaluations.
- Secured funding, expanded to six countries via JV/Partnerships/M&A.
- Expanded product range and business footprint across Africa.
- Introduced performance evaluation system, new HR software and culture transformation program across six countries.

"Ranked among Africa's Fastest Growing Companies by Financial Times, 2022."

Leading effective Teams, Value Sharing – P&L, Value Creation and Catalyst Leadership Program | Job Global Program in Atlanta (USA), by **Harvard Business School** & CCU -6 months, 2013 - 2014
General Management Acceleration Program | Sponsored by the **Coca-Cola University** (CCU), 2013
Leading with Social & Emotional Intelligence | Coca-Cola University, 2013
Extraordinary **Leadership** | Procter & Gamble, 2005
PCF **Finance and Accountancy** for Non-Specialists | Portuguese **Catholic University**, 2004
European **Sales Trainer** | Procter & Gamble, 2003
7 Habits of **Highly Effective People** | Procter & Gamble, 2002
Situational **Leadership** | Procter & Gamble, 2002
Coaching for Performance | Procter & Gamble, 2001
Customer Business Development College II&III | Procter & Gamble, 2000 - 2003

TECHNICAL & SOFT SKILLS

◈ **Strategy & Leadership**
- Business Planning and Forecasting
- Strategic Partnerships / Alliances / M&A
- Organizational Transformation
- P&L responsibility & Management
- Quick and assertive decision making in highly demanding environments
- Active search for solutions
- Proven ability to quickly master new concepts and technologies including AI for business strategy/decision
- Stress resistance
- Critical thinking
- Strong pragmatic dynamism
- Positive attitude towards new challenges

◆ **Commercial & Operational**
- Business Development
- Market Penetration and Expansion
- Marketing, Digital Marketing, Brand Management
- Performance Management
- Time and resources management
- Priority definition and management
- Sales Strategy and Channel Development
- Import/Export Optimization (when relevant to roles)

◆ **Human Capital & Transformation**
- Team leadership and coordination
- Team stimulation and motivation
- Definition and implementation of development/training plans
- Coaching and talent pipeline development
- Clear and objective communication
- Establishment of excellent interpersonal relationships
- Teamwork and spirit of mutual help
- Emotional intelligence and maturity
- Flexibility and creativity
- HR Strategy, People Analytics, HRIS implementation and culture change management

LANGUAGES

Portuguese
English
Spanish
French

Coca-Cola Company | Regional Executive Roles, Africa (EMEA)

(Food & Drinks/FMCG)
The Coca-Cola Company (East, Southern & Central Africa) 11/2010 - 06/2020

Regional Operations Director East Africa *06/2019 - 06/2020*
. Oversaw operations in East Africa with 7,000+ employees and 10+ manufacturing plants.
. Developed strategic commercial & marketing campaigns with a $20M direct annual budget, exceeding $30M with bottling partners, driving demand, sales, and brand loyalty.

Key achievements:
- Led the region in increasing annual sales volume to 200M cases and revenue by 11% (up to $1B), while developing a 2020 annual business plan that is expected to produce $1.5B, driving total business volume growth of +8%, revenue growth of 12%, and EBIT/OI growth of 14%;
- Led the implementation of marketing, brand and communication plans, including e-commerce platform pilots (for example, increased brand love scores and market share to +95% in Kenya);
- Empowered women by developing a corporate responsibility policy and impact program to assist women in creating their own jobs supported by our brands.
- Led the first B2B model with Safaricom to supply 900 offices with hydration POS.
- Drove talent pipeline development and succession planning across 7,000+ employees, embedding leadership and people development into the franchise strategy.

Regional Franchise Manager - HEMU (Horn/East/Southern Africa)
Coca-Cola East & Central Africa (Nairobi, Kenya), 11/2016 - 06/2019
- Leadership in six highly competitive markets based in Kenya (Ethiopia, Uganda, Mozambique, Somalia, Somaliland, Djibouti), with a focuson developing and implementing market strategies.
- Management of a $12M annual Marketing budget, being responsible for generating $500M annually & of a team of national franchise leaders and functional experts with nine operating plants.

Key achievements:
- Increased annual sales volume to 147M cases and revenue by 15% to $550M, growing market share by 4%.
- Achieved #2 spot in Southeast Africa for revenue & profit growth in 2017-2018.
- Launched 12 innovation and CSR projects, adding $5M profit in the first year and initiated e-commerce projects in Kenya.
- Collaborated with the bottling system to invest $300M in new beverage plants.
- Built strong franchise teams and developed new talent through training programs.

Regional Franchise Manager – Southern Africa
Coca-Cola Southern Africa (Johannesburg, South Africa), 09/2014 - 11/2016
- Directed sales and marketing in Angola and BLNS countries.
- Developed annual business plans to achieve $500M+ revenue.
- Led a franchise system with six plants and 6,000+ employees.

Key achievements:
- Grew annual sales volume to 106M cases and net revenue by 12% despite recession.
- Boosted brand reputation through CSR and women's empowerment, increasing market share.
- Led strategy development for Zimbabwe, Zambia, and Mozambique, including CSR programs.

Country Manager
Coca-Cola Southern and Central Africa (Luanda, Angola) | 11/2010 - 09/2014
- Executed a turnaround strategy with a $9M budget, leading rebranding campaigns.
- Managed operations, people, and assets, securing $300M+ in annual sales revenues.
- Created a three-year business plan for Sub-Saharan markets growth.

Key Achievements:
- Achieved record sales volume of 64M cases in 2014, generating $400M in revenue.
- Implemented a local adaptation of corporate marketing, resulting in a 6% growth in topline.
- Transitioned to a new bottling partner smoothly and implemented the 5by20 woman empowerment and entrepreneurship CSR program.

AWARDS & RECOGNITIONS

AWARDS

· **Fast Growing Companies in Africa** (Zamseed) | Finance ad Agri-Business Journal, 05/2022

· **Professional and Career Excellence** (Zamseed) | International Society of Business Leaders, 09/2020

· **Honoured Member** (The Coca-Cola Company - East & Central Africa Franchise) | The International Society of Business Leaders, 09/2020

· L for **Leadership Example** | Forbes Magazine Angola, 04/2016

PUBLICATIONS

· **Fastest Growing Companies in Africa** | Zamseed, 05/2022
Two Silverlands Portfolio Companies named amongst Africa's Fastest Growing Companies in the Financial Times' 2022 survey (Zamseed ranking #15)

· **First Angolan Business Leader** at Coca-Cola **to Manage a sub-Saharan Region** | "O Mercado" Newspaper, 08/2015
Breakfast with Journalists to discuss career history and achievements

· **Greatest Interview of the Year** | "Expansão" Newspaper, 08/2014
Angola Farewell Interview

· **Business Magazine Cover & Interview** | Exame, 07/2012
First Time a Business Magazine in Angola publishes a full market overview of an industry and its representative

VOLUNTEERING

Held various teaching and mentoring roles with youth and adults, as well as responsibilities in governing bodies overseeing humanitarian missions and initiatives in the Sub-Saharan Africa region, serving a humanitarian and faith-based organization. Between 2010 – 2022.

HOBBIES

· Natural Photography;
· Travel;
· Yoga;
· Cycling;
· Jogging;
· Reading;
· Movies;
· Music;
· Theology;
· Gadgets;
· Fashion;
· Coaching.

General Manager - Angola and Expansion Markets (F & D)
Refriango (Luanda, Angola) | 08/2009 - 09/2010

· Lead & Management of a six-member leadership team at a beverage production anddistribution company.
· Accountable for full P&L and responsible for generating $400M in annual revenue.

Key achievements:
· Developed marketing strategies on a $12M annual budget;
· Co-created growth strategies that increased annual sales by 22% and market share by 4%;
· Expanded into new markets, optimizing import/export processes, that led to a $500k reduction in taxes and fees;
· Implemented a B2B business model with government and corporate entities.

Consumer Electronics Group Sales Director
LG (Lisbon, Portugal) | 07/2008 - 07/2009

· Directed sales and key account senior team responsible for generating $120M in annual revenue.
· Grew B2C Consumer Electronics Division and adjacent B2B products in the territory;
· Developed product lineup based on product plans and competitive analysis.

Key achievements:
· Achieved 40% growth in Q4 2008 through key account growth plans;
· Ranked #2 nationwide in TV electronics sales (Scarlet TV) and #1 in sound and appliances;
· Developed expertise and influence of traditional partners, securing over 100 new partners;
· Invested over $20M in modern trade consumer electronics shops, resulting in over $90M in profits.

General Manager (Consumer Electronics)
Panasonic (Lisbon, Portugal) | 08/2007 - 06/2008

· Lead & Management of several teams, including sales, marketing, technical and finance/administrative staff.
· Conduction of international negotiations and implementation of sales & marketing plans.

Key achievements:
· Increased revenues by 30% and market share by 5%;
· Under my leadership, Panasonic ranked #2 and #3 in multiple categories.

International Marketing Director (Hair & Beauty Care)
Balmain Paris Hair Couture (France/Netherlands) | 09/2006 - 08/2007

· Lead the company's expansion plans in Europe, contributing to thegrowth of brand awareness, usage, and results.

Key achievements:
· Successfully achieved global coverage, including all EU countries, Russia, and the USA, as well as first opportunities in South America and South Africa.
· Increased revenues by 50%.

Business Development Country Manager (Health & Nutrition)
Procter & Gamble (Switzerland) | 09/1997 - 08/2006

· Drove the go-to market strategy, having a budget responsibility of +$2M.
· Implementation of marketing and sales plans that adapt to local market needs;
· Created organizational capacity through recruitment and talent pipeline.
· Drove usage of market research insights for innovation and planning (Health/Pet Care/Beauty & Perfumes)
· Build a strong sales force and management team, through coaching.
· Responsible for sharing and applying international best practices;
· Created retail customer coverage plans.
· Planned events to boost customer engagement.
· Management of operations, people and assets including vehicles and distribution

Key achievements:
· Increased sales in Portugal by 800% over a 9-year period;
· Strengthen brand image by 300%.

Sales Manager | Division & Senior Product Manager | Marketing Specialist
TechData |HH Computadores/Beldata 03/1993 - 08/1997 (IT Industry)

· Developed go-to-market strategies, sales channels & managed customer support
· Led partnership development, product implementation and sales strategies.

Key Achievements:
· Successfully launched multiple products, increasing market penetration & sales
· Established strategic partnerships & sales channels boosting sales/brand presence.