

HÉLDER LOUREIRO

COMMERCIAL LEADERSHIP · BUSINESS DEVELOPMENT · PROCUREMENT

Portugal · (+351) 932 526 168 · helderloureiro@me.com · helderloureiro.com

EXECUTIVE PROFILE

Senior professional with more than 25 years of experience, from carpentry and production to commercial leadership, business development, procurement, marketing and operations coordination. Multidisciplinary career across B2B, premium and project-driven environments, with national and international exposure and direct experience in Angola. Combines commercial vision, negotiation, trusted relationships and practical knowledge of execution.

CORE EXPERTISE

- Commercial leadership, sales strategy, negotiation and opportunity management
- Business development, prospecting, market expansion and B2B partnerships
- Procurement, sourcing, purchasing, proposal analysis and supplier management
- Project coordination across client, commercial, operations, production and delivery
- Commercial marketing, CRM, proposals, reporting, trade fairs and international outreach

PROFESSIONAL EXPERIENCE

2026 — present

Sales & Marketing Manager

Muranti

Leading international commercial and marketing activity, B2B relationships, prospecting, CRM, proposals, trade fairs and opportunity coordination across target markets.

2011 — 2025

Founder & Managing Director

Live Decoration

Founded and managed the business end-to-end, with responsibility for sales, client development, negotiation, procurement, suppliers and the coordination of bespoke projects.

2014 — 2023

Founder & Managing Director

Live Car Concept

Founded and managed an automotive company focused on new, used and classic vehicles, leading commercial strategy, client acquisition, negotiation and purchasing and sales processes.

2015 — 2017

Marketing Management

PME Initiative

Market analysis, prospect identification and support for innovation, internationalisation and business-planning projects.

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PROFESSIONAL EXPERIENCE · 2

2012 — 2014

Marketing, Commercial & Procurement

Agir · Angola

Commercial management and procurement for projects in Angola, including sourcing, proposal analysis and supplier coordination.

2005 — 2011

Commercial Director

Jomasil

National and international sales, prospecting, negotiation, trade fairs, pricing, commercial materials and modernisation of sales-support processes.

2001 — 2005

Procurement & Production Planning

Jomasil

Supplier purchasing, proposal comparison, price analysis, inventory management and production-planning support.

From age 18

Carpenter

Professional foundation

Started on the workshop floor in carpentry and production, acquiring practical knowledge of materials, processes, rigour, deadlines and execution.

EDUCATION

Marketing Management · IPAM — Portuguese Institute of Marketing Administration · 2007–2011

LANGUAGES & TOOLS

Portuguese — native · English — professional proficiency · Spanish — working proficiency

Microsoft Office · Windows and macOS · ERP/Primavera · CRM, reporting and commercial documentation

INTERNATIONAL EXPERIENCE

Portugal and Europe; direct experience in Angola; relationships, projects, prospecting and commercial development connected to Mozambique, Gabon and the United States.