

Sofia Norton dos Reis Lufinha

Licenciada em Engenharia e Gestão Industrial pelo Instituto Superior Técnico e com um MBA pelo INSEAD, Sofia Lufinha juntou-se à TAP em 2022 como Chief Strategy Officer, assumindo o cargo atual de Chief Customer Officer em 2023. As suas responsabilidades abrangem áreas críticas como sustentabilidade, cibersegurança, marketing, fidelização, experiência do cliente e serviço ao cliente. Anteriormente, desempenhou vários cargos de liderança na Jerónimo Martins (2013-2022), incluindo Chief Operating Officer e Diretora de Marketing do Pingo Doce. Iniciou a carreira na McKinsey & Company (2001-2013), evoluindo de Analista a Associate Partner.

Sofia holds an Industrial Engineering degree from Instituto Superior Técnico and an MBA from INSEAD. She joined TAP in 2022 as Chief Strategy Officer and became Chief Customer Officer in 2023, overseeing sustainability, cybersecurity, marketing, loyalty, customer experience, and customer service. Previously, she led Supply Chain transformation at Jerónimo Martins and served as Chief Operating Officer and Head of Marketing at Pingo Doce. She started her career at McKinsey & Company (2001-2013), rising from Analyst to Associate Partner, advising various industries on strategy and operations. Sofia is skilled in leadership, business development, and process optimization.