

SOFIA NORTON DOS REIS LUFINHA

Main Education & Training

Universidade Católica Portuguesa & Kellogg School of Management, Evanston
Advanced Management Program (2014)

INSEAD, Fontainebleau, Singapore
Master of Business Administration
(2003 - 2004)

Katholieke Universiteit Leuven
Erasmus Program (1998 - 1999)

Instituto Superior Técnico
Degree of Industrial Engineering
(1996 - 2001)

Languages

Portuguese (native)

English (proficient)

Spanish (advanced)

French (elementary)

Professional Experience

Jerónimo Martins SGPS, S.A.

Head of Supply Chain (2022)

Responsible for the Supply Chain "next-generation" transformation, including developing a more sophisticated demand forecast and optimizing order processes, with the objective of a more accurate stock replenishment of Pingo Doce and Recheio stores

Jerónimo Martins - Agro-alimentar, S.A.

Agri-business Project Director (2021)

Responsible for defining the long-term strategy and business case for Jerónimo Martins Agroalimentar as an autonomous business (beyond vertical integration with JM retail companies)

Pingo Doce - Distribuição Alimentar S.A.

Chief Operating Officer (2017 - 2021)

Responsible for 400 retail stores with more than 20 thousand employees and also the expansion/remodeling of the store network.

Key challenges: Boost sales and increase efficiency through systematic transformation program

Head of Marketing and Business Development (2013 - 2017)

Responsible for communication and all promotional activities. Launched a new loyalty card/program in a partnership with BP.

Key challenges: Create a "factory" dynamic for leaflets promotions reducing the "time-to-market" (from decision to store implementation)

McKinsey & Company

Consultant (2001 - 2013)

Worked for many years as a consultant (from Business analyst to Associated Principal) with several companies, several industries (mainly Banking and Insurance, Health services, Telecom and Energy) and many functional areas