



# Nuno Tasso de Figueiredo

General Manager | Country Manager | Fortune 500 companies experience

📍 Milan, Metropolitan City of Milan, Italy

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## Languages

Spanish (Fluent)

Italian (Fluent)

English (Fluent)

Portuguese (Native)

French (Work Proficiency)

## About

As an EU Corporate Executive in Fortune 500 multinational companies, I have held leadership roles across multinational organizations. Notably, I served as a Board of Directors Chairman in Italy and Portugal, overseeing teams with combined annual turnovers exceeding €40 million. My strategic leadership extended to 8 international branches with warehouses and direct sales shops (3), optimized sales channels (e-commerce included), optimized the cash flow management, solved conflicts leveraging a non toxic business culture, promoted customer satisfaction and competitive advantage successful strategies. I also transitioned from owning the Portuguese office to a lease contract, enhancing financial flexibility and mitigating liabilities. Amidst challenges, I achieved impressive sales growth and ensured alignment with organizational goals. My multilingual proficiency and certifications further contribute to my dynamic skill set. Specialties: MSc and BSc with broad experience in Customers, Services and Marketing Management, with a special focus on business planing, forecasting, organizational development, controllership, risk management and sales in U.S.A. and European multinational companies (Fortune 500), mainly in technology and consumer goods as, among others, information technology, renewables, medical devices, aerospace, and distribution industries. Extensive knowledge of the EMEA business environment. Direct working experience in Europe, Latin America and Africa. Strong communication, organizational, and interpersonal skills. Experienced in project coordination, team management, and stakeholders engagement. Skilled in organizational planning and development, analytical thinking, teamwork, problem-solving, and strategic planning. Specialties include, among others: account management, accounts payable, accounts receivable, analytical skills, annual budget, asset management, auditing, budget management, budgeting, business administration, business planning, business process, business stakeholders, business strategy, cash flow, client relationships, client services, compliance, consulting experience, contracts, cost effective, cost reduction, economics,

### BRANDS WORKED WITH

CARRIER FIRE & SECURITY ITALIA

GE SECURITY PORTUGAL

GENERAL ELECTRIC - GE SECURITY PORTUGAL

## Experience



### ● Regional General Manager & Board Chairman

Carrier | Jan 2019 - Jan 2023

I led a team of 50+ people and managed 8 branches across Milan, Padova, Rome, Lisbon, Porto, Madrid, Barcelona, and Seville. My achievements include:

- Strategic Leadership: Implemented synergies, resolved internal conflicts, and optimized sales channels for distributors, installers, direct sales, and e-commerce.
- Financial Impact: Full P&L responsible achieved +78% of the 2019 sales target (€28.8M), contributing to a positive cash flow management across EMEA.
- Resilience: Despite the pandemic, exceeded sales targets in subsequent years: 2020: +70% (with COVID); 2021: +84%; 2022: +101%

### ● Country General Manager & Board Chairman

UTC Fire & Security - United Technologies Corporation | Jan 2012 - Jan 2019

I led a team of 8+ people and managed 2 branches across Lisbon and Porto. My achievements include:

- Financial Impact: Full P&L responsible achieved +90% of the 2018 sales target (€5M),
- Iberian Integration: Successfully merged Portugal and Spain operations. Integrated and leveraged regional resources across branches generating synergy savings -€20K
- Strategic changes: Sold the Portuguese office and transitioned to a lease contract, reduced fixed costs associated with property ownership

generating savings and a "good guy" of +€160K  
• Market Stability: Maintained a stable market share with several +€1M businesses, including strategic ventures in Africa.

- **Regional Sales Manager**

UTC Fire & Security - United Technologies Corporation | Jan 2010 - Jan 2012

As a Regional Sales Manager, I've played a pivotal role in expanding our company's market presence within specific regions. My responsibilities included developing and executing strategic plans to achieve sales targets while leading and mentoring a team of sales professionals. Notably, I boosted annual sales revenue by 10% in the fiscal year 2012, resulting in an overall profit increase of €80K (GM% from 40% to 44%)



- **Regional Sales Manager**

General Electric | Jan 2001 - Jan 2010

I've excelled in network building by establishing strong relationships with installers, distributors, and end users, creating a robust industry network. Through strategic initiatives, market insights, and effective sales strategies, I consistently achieved business growth.



- **Key Accounts Manager**

General Electric | Jan 1991 - Jan 2001

As Key Account Manager, I specialized in long-term business development. My focus was on sustaining business growth by anticipating customer needs and aligning with their future requirements. I excelled in external relationship building, identifying key influencers within client organizations. My commercial relationship management skills involved nurturing existing relationships, implementing account plans, and proactively identifying new business prospects.

## Education & Training

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2010 - 2012 ● **Ipam Portuguese Business and Marketing Institute**

Master degree in Customers and Services Management, Master degree in Customers and Services Management

2007 - 2010 ● **Ipam Portuguese Business and Marketing Institute**

Bachelor degree in Marketing Management, Bachelor degree in Marketing Management