



# João Rente Correia

Chief Executive Officer | Grupo Amiria | Paraguay

Porto, Portugal

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## Links

[LinkedIn](#)

## Languages

English (Work Proficiency)

French (Fluent)

German (Fluent)

Portuguese (Native)

Spanish (Work Proficiency)

## About

I am a seasoned retail professional with extensive experience managing large teams and driving sales growth. Skilled in operations, inventory management, and customer service, I excel at adapting to dynamic environments and achieving targets consistently.

### BRANDS WORKED WITH



## Experience

### ● Chief Executive Officer

Grupo Amiria | Jul 2023 -

Grupo Amiria is an innovative business group in synergistic consumer, food, and service ventures. We seek to grow with the people and organizations with which we relate, through professional excellence and sustainable business practices. <https://www.amiria.com.py/>

### ● Director of Business Development

Grupo Amiria | May 2023 - Jun 2023

### ● Director International Operations |

CuroGens Inc. | Oct 2022 - Apr 2023

In Latin, the expression CuroGens means "care for people".

Headquartered in Carmel, USA, and with branches in Canada, Denmark, Spain, Germany, and Ghana, CuroGens takes care of its customers - It doesn't matter what problem you're facing. Our passion is to help you overcome them with motivation, intelligence, and expertise.

CuroGens offers services & solutions that combine our deep knowledge, innovation, and experience with Microsoft technologies. With that in mind, we offer a unique combination of skills, supported by tools, methodologies, and best practices, that reduces the cost and risk of any deployment.

### ● Director International Operations |

Lasernet Distribution | Oct 2022 - Apr 2023

Lasernet is the leading document output management solution for Microsoft Dynamics 365. Whether you're looking to adopt Lasernet for your business or you're already using the software, we are ready to help you get the most out of your investment.

### ● General Manager

SPAR IRAN | Oct 2021 - Jun 2022

I was recruited to streamline and align the existing group operation and prepare for its development and expansion. As the leader of an executive team of 10 in a company of 160 employees, I have successfully set up SPAR Pakhsh, the group logistics company responsible for storage and distribution to SPAR stores (4) and another local retail brand (Yaran Daryan), with a total of 700 branches. I also led the implementation of international logistics standards at the central warehouse, utilizing a warehouse management system and improving the existing warehouse layout.

In addition, I was responsible for developing a route-to-market strategy



for the future expansion of independent retailers.

I have achieved a sales growth L4L of 20% by April 2022, with a 7% increase in footfall and an average basket of 25%.

### ● **General Manager SPAR Ghana**

Ecodi Ghana | Sep 2018 - Aug 2021

I was recruited in 2018 to turn around the existing operation and lead the process of reshaping its vision and mission to ensure its sustainability and future expansion. In 2020, I successfully negotiated a new license agreement with SPAR for Ghana. As the leader of an executive team of 9 in a company of 250 employees, I am responsible for \$12M in sales and have total P&L responsibility.

Under my leadership, the company improved the EBITDA results from -38.2% (2019) to -29.4% (2020). I also led the successful conversion of 11 stores to SPAR from August to November 2020.

### ● **General Manager**

Rico Gado Nutrição | May 2016 - Dec 2017

I oversaw the day-to-day management of a joint Portuguese/Nigerian manufacturer of animal feed, directing a 60-member team, generating \$3.2M sales during 2016. I successfully led a Sales, Administrative and Operational restructure which resulted in increased productivity and capacity for potential expansion. Some achievements include:

- Substantially increased operating profit from -3% to over 31% and EBITDA from -70% to only -2.6% in less than two years.
- Conceptualised and initiated the procurement department reducing the average cost of raw materials by 5%.
- Introduced a quality control system including all aspects of operations from raw materials, production to the finished product.

### ● **General Manager | Business Unit Director | Consumer Electronics | Telco**

ECIL | Angola | Jan 2012 - Jan 2016

I earned two promotions following a highly successful design and launch of a new retail store concept specialising in multiple products and services. I managed the day to day operations of Ecitel in Luanda and was tasked with restructuring the organization and optimizing staffing levels to compensate for the country's unfavourable economic situation. Selected achievements include:

- Generated annual sales of \$6M and a 92% margin increase while Cabinda Branch Manager.
- Introduced strategic and tactical action plans to reduce the old stock by 30% and customer debts by 10%.
- Conceptualized and launched a new product range to increase sales generation by 15%.
- Led project to centralise inventory to a single warehouse with systemic inventory procedures.

### ● **General Store Manager | Cash & Carry | Wholesale**

Mega Cash & Carry | Nov 2011 - Feb 2012

Administered the management of a large wholesale company with a store totalling 4,600m<sup>2</sup> including 1,000m<sup>2</sup> of fresh products. I directed a 155-member team providing inventory optimization, stock replenishment, warehousing and supply chain services with a sales budget of \$90M. Selected achievements include:

- Directed successful turnaround improving order management processes and delivery routes resulting in an increase of 5% operational efficiency.
- Achieved customer satisfaction rate of 95%

### ● **General Store Manager | Fast Moving Fashion**

Primark S.L.U | Mar 2010 - Oct 2011

I provided general management of a 3,000m<sup>2</sup> retail fashion operation. I coordinated 12 direct and 180 indirect reports, managed staff training, processes and inventory control ensuring delivery of annual revenue targets with annual sales exceeding €20M. Achievements include:

- Achieved 114.7% of annual targets for 2010/11 fiscal cycle through improved inventory and staffing management.



- **General Store Manager | Equity Participation | Consumer Electronics**

Media Markt Iberia | Mar 2007 - Dec 2009

Defined local pricing strategies, inventory management, and staff recruitment to drive operations reorganisation. Lead 14 direct and 70 indirect reports within daily operations.

- Achieved 102% of store sales budget in 2009 with L4L of 106%
- Reduced inventory discrepancies 0.04% (savings €13K).
- Opened store with equity participation.
- Managed overall marketing plan with full P&L accountability.

## Education & Training

2018 - 2018 ● **Porto Business School**

Advanced Management Program,

2017 - 2018 ● **Porto Business School**

General Management Executive Program,

2014 - 2017 ● **University of Liverpool**

Post Graduation in Operations and Supply Chain Management,

1998 - 1999 ● **EU Business School**

Bachelor,

1989 - 1992 ● **Escola de Hotelaria e Turismo do Porto**

Bachelor,