




joão ferreira gomes

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LEADERSHIP, TALENT and CREATIVITY

With over 20 years of work experience I have developed excellent capacities of management and effective leadership, motivational and organizational skills. In addition, I'm passionate for excellence, hardworking and flexible team player, with excellent communication skills to influence people at all levels, cross-functional and multicultural teams.

Entrepreneurship and team working are my main drive to improve and obtain success in all projects that I am involved. I have large international experience in many different countries (Spain, France, Belgium, UK, Morocco, and Brazil).

Leadership and talent are indispensable in today's fast changing. With these skills, I developed my competence both in the performance of my functions in companies (Deceuninck and Speed Frame Iberia) and currently as Marketing and Sales Manager of CAIXIAVE GROUP and in national and international organizations (ANFAJE, CPCI, FAECF and EUROWINDOOR).

The success of the management of the companies to shape the future will be built on firm foundations: **leadership, talent and creativity.**

Education

- 2002 - 2007 **MSc in Construction** | IST Instituto Superior Técnico (Lisbon) | tecnico.ulisboa.pt
- 2001 - 2002 **Master in Management** | INDEG Business School (Lisbon) | indeg.iscte-iul.pt
- 1992 - 1998 **Degree in Architecture** | Faculdade de Arquitectura da UTL (Lisbon) | fa.ulisboa.pt



Extra-professional experience

- 11/2016 - today **EUROWINDOOR**
European representation of the interest of European window, door, and façade manufacturers | eurowindow.eu
Member of the Board
- 02/2013 - today **CPCI - Confederação Portuguesa da Construção e do Imobiliário**
Federation of the Portuguese construction, building materials and real estate association's | cpci.pt
Director of the Board
- 02/2010 - today **ANFAJE - Associação Nacional dos Fabricantes de Janelas Eficientes**
Portuguese association of the energy efficient windows and doors sector | anfaje.pt
President
_ Founder of the portuguese association of energy efficient windows and doors producers.
_ ANFAJE has an entrepreneurial role in the innovation of the window sector in Portugal, challenging and articulating its intervention with public and private institutions.
_ ANFAJE is member of CPCI, FAECF, EUROWINDOOR and Iberoamerican Forum.
- 11/2016 - 11/2018 **Iberoamerican Forum Windows and Façades [Portugal, Spain, Brazil, México, Chile, Colombia, and Paraguay]**
Iberoamerican representation of the interest of European window, door, and façade manufacturers | foroiberoamericano.org
President
- 05/2015 - 11/2016 **FAECF - Federation of European Window and Curtain Walling Associations** |
European representation of the interest of European window, door, and façade manufacturers | faecf.eu
Vice President



Professional experience

- 09/2014 - today **CAIXIAVE Indústria de Caixilharia, S.A. | ATRYA GROUPE** atrya.com
Iberian leader in the production, supplier, and fitting of PVC windows (turnover 30 M €) | caixiavegroup.com
Sales and Marketing Manager
- Developing and managing sales and marketing of the company's products and services.
 - Developing with the CEO and Chairman the business strategy, marketing goals and sales objectives.
 - Marketing Plan, Communication Plan and commercial developing of CAIXIAVE GROUP (Portugal, Spain, and France).
 - Managing sales and marketing of B2B with WINBEL distributors in Portugal and Spain [winbel.pt].



- 01/2013 - 12/2013 **CAIXIAVE France**
French branch of CAIXIAVE, S.A. specialized in the supplier and fitting of PVC windows (turnover 5 M €)
Director of CAIXIAVE France
- General management of the French Branch (Emerainville – Île de France | France).
 - Development with the CEO and Chairman the business strategy, marketing goals and sales objectives.
 - Managing sales efforts, negotiation and monitoring of large contracts.
- 09/2004 - 12/2012 **CAIXIAVE Indústria de Caixilharia, S.A.**
Iberian leader in the production, supplier, and fitting of PVC windows (turnover 26 M €)
Sales and Marketing Manager
- General management of the Lisbon Branch.
 - Participation in the development of the business strategy, sales objectives, and marketing goals.
 - Marketing Plan, Communication Plan and commercial developing of CAIXIAVE GROUP (Portugal, Spain, and France).
 - Managing sales efforts, negotiation and monitoring of large contracts.
- 09/2003 - 08/2004 **SPEED FRAME Iberia**
British leader in the production of PVC windows and doors (turnover 56 M €)
Iberian Marketing Manager
- Participation with executive management in the development of business strategy, marketing goals and sales objectives for Speed Frame Portugal and Speed Frame Spain.
 - Marketing Plan, Communication Plan, and commercial developing.
- 03/1999 - 08/2003 **DECEUNINCK, N.V. Portugal Branch**
Worldwide producer of PVC window systems and building profiles (turnover 536 M €) | deceuninck.com
Country Manager
- General management of the Portugal Branch.
 - Conception and execution of global strategy for Portugal: Marketing Plan and sales policy.
 - Identification, development of all the customers/retailers
 - Development of contacts with contractors, architects, and the construction industry.



Languages and technology

Portuguese (mother tongue), Spanish (totally fluent), English and French (working knowledge).
 Microsoft Office and AutoCAD.

Certificates and training

- 2014 - 2015 Practitioner in NLP | **InPNL**
- 2014 - 2015 Mindfulness | **EEDT Escuela Española de Desarrollo Transpersonal**
- 2012 Leadership and coaching for sales teams | **IDEIAS & DESAFIOS**
- 2007 Energy efficiency qualified | **LNEC - Laboratório Nacional de Engenharia Civil**
- 1998 Restructuring SME's | **ANJE - Associação Nacional de Jovens Empresários**

Professional affiliations

OA - Ordem dos Arquitectos Portugueses | ordemdosarquitectos.pt
 Member n.º 7793 of the Portuguese Institute of Architects

International and national membership

- 03/2016 - today **EUROWINDOOR** | eurowindoor.eu
 Member of the Management Council
- 03/2015 - today **Cluster Habitat Sustentável** | centrohabitat.net
 Member of the Management Council
- 10/2012 - today **Ibero-american Forum Windows and Façades** | foroiberoamericano.org
 Member of the Management Council
- 03/2010 - today **FAECF - Federation of European Window and Curtain Walling Manufacturers** | faecf.eu
 Member of the Management Council
- 01/2009 - today **IPQ - Instituto Português da Qualidade** | ipq.pt
 Member of the Technical Commission TC98 (windows, doors, and façades)

Other responsibilities

- 01/2017 – today **Master in Façades Engineering** [European Façade Network] | facades.ning.com
Faculdade de Ciências e Tecnologia - Universidade Nova de Lisboa
 Coordinator of the technical seminars

