

CURRICULUM VITAE



Nuno Anjo e Silva

Verified Expert in Management Consulting

Growth Expert

Lisbon, Portugal

Toptal member since April 29, 2022

EXPERTISE

Growth Strategy Business Development Market Research Analyst Business Modeling Pricing Analysis Startup Consulting
Due Diligence Private Equity Budgeting Consulting Market Sizing Financial Modeling Corporate Finance M&A
Startup Funding

Bio:

After three decades in CPG at Unilever and B2B at the Navigator Company, Nuno transitioned to independent consulting in 2020, managing transformation teams for top firms like McKinsey and taking on impactful freelance projects. To scale his expertise, he founded GTI Consulting, specializing in growth, transformation, and innovation, to empower businesses with strategies and tools to unlock potential, drive innovation, and thrive in a fast-paced world.

Career Highlights

Managing Partner

GTI Consulting

Chief Commercial Officer

The Navigator Company

CMO, MD, and SVP

Unilever

Expertise

- Brand Development
- Business Models
- Business Transformation
- FMCG
- Go-to-market Optimization
- Growth Strategy

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- Sales Effectiveness
- Strategic Partnerships

Work Experience

CC INVEST | Stock Advisor

- 2020 – PRESENT Dedicated on trading platform, using technical and fundamental instruments, to bring the best possible performance for our traders.
- Managing portfolios over \$680K on financial markets for European Investors. Managing portfolios over \$1.6M on financial markets for British Investors.
- Personal dedication and advices on supporting the growth of our Investors funds, using financial plan over time and risk management

- **Managing Partner**

- 2021 - PRESENT
- GTI Consulting
- Acted as an advisor for startups, co-founding an eCommerce platform and supporting seed projects in diverse areas such as waste recycling businesses, biotech, sports, professional services, and packaging businesses.
- Served as a freelance consultant on geographical expansion, business development, and demand creation projects in multiple countries, with a recent focus on emerging markets in LATAM and Africa.
- Acted as an external consultant for leading companies, including McKinsey and Eurogroup Consulting, in customer-facing implementation teams, leading transformation projects across more than ten industries in seven countries.
- Focus areas: Growth Strategy, Agile Transformation, Innovation Strategy, Market Entry, Launch Strategy, Business Models, eCommerce, Due Diligence Consultant, Strategic Partnerships, Commercial Strategy, Lead Marketing, Marketing Plans, Channel Optimization, Sales Effectiveness, Operational Efficiency Improvement, Market Insights, Demand Sizing & Segmentation, Business Transformation, Value Proposition, Sales Growth, Inside Sales, Operational Excellence, Cause Marketing, Operating Models, Sales Operations, Organizational Design, Organizational Development, Business Coaching, Change Management, Organizational Change Management (OCM), Scorecard Development, Project Management Office (PMO), Data Management, B2B, Customer Acquisition, Sales Training, Innovation, Africa, Market Sizing, Route to Market, Strategy Planning, Startup Consulting, Growth, Incentive Plan Design,

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EMEA, eCommerce Design, Private Equity Consultant, Market Segmentation, Implementation Project Management, Digital Out-of-home (DOOH) Advertising, Excel 365, Startups, Acquisitions, Change Leadership, Business Modeling, Startup Funding, Project Management, Agile Project Management, Coaching, Business to Business (B2B), Startup Growth Strategy Development, Data Centers, Metals & Mining, Hospitality, Green Energy, Latin America (LATAM), Algorithms, Business Strategy, Digital Marketing Strategy, Stakeholder Engagement, Workshops, Go-to-market Strategy, Management Consulting, Design Thinking, Storytelling, Customer Segmentation, Consumer Products, Go-to-market Optimization, Sales Strategy, Go-to-market Plans

- **Non-executive Board Member and Advisor**

- 2020 - PRESENT

- Ergo Bioscience

- Served as a board member in Ergo, an Argentinian startup that wants to contribute to making a giant step for plant-based food in the direction of nutrition and organoleptic enhancement.

- Developed value propositions and go-to-market strategy for Ergo's precision fermentation technology to produce plant-based proteins able to express their animal equivalents.

- Registered two global patents with myoglobin and casein proteins, following regulatory processes.

- Provided continued support across strategy, marketing, route-to-market, and open innovation for food companies. Led strategy workshops to align teams, refine goals, and drive actionable results.

- Developed lead plan for pre-series A fundraising, facilitating network and contacts and preparing pitching deck.

- Focus areas: Strategy, Growth Strategy, Market Entry, Launch Strategy, Business Modeling, Commercial Strategy, Marketing Mix Modeling, New Product Development, Value Proposition, Multicultural, Operating Models, Business Coaching, Mentorship & Coaching, Sustainable Development, Social Impact, B2B Partnerships, Customer Acquisition, Partnerships, Team Development, Marketing, Innovation, Startups, Startup Funding, Startup Consulting, Growth, Acquisitions, Marketing Strategy, Customer Development, R&D, Coaching, Business to Business (B2B), Concept Development, Startup Growth Strategy Development, Latin America (LATAM), Go-to-market Strategy, Revenue Modeling, Management Consulting, Early-stage Venture Capital, Private Equity,

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Target Operating Models, Design Thinking, Product Branding, Storytelling, Business Partnerships, Growth Marketing, Brand Management, Go-to-market Optimization, New Business Development, Go-to-market Plans

- **Chief Commercial Officer**

- 2017 - 2020

- The Navigator Company

- Accelerated Navigator's entry and growth in the tissue business. Integrated one tissue mill and opened the second one, increasing revenues from €70 million to €140 million in less than two years.
- Secured more and bigger customers, ensuring demand for the two sites, including the new one in Aveiro, and reaching the maximum capacity of both in just two years.
- Delivered value through differentiation and uptrading customers through added value ranges and value-proposition segmentation.
- Led international business development and geo expansion, enlarging the Navigator tissue footprint in Europe and Africa.
- Focus areas: Marketing, Commercial Strategy, General Management, Customer Acquisition, Innovation Strategy, Portfolio Optimization, Internationalization, Business Unit Management, Business Unit Strategy, Growth Strategy, Growth, Market Entry, Sales Planning, Marketing Mix, Business Transformation, New Product Development, Value Proposition, Innovation Management, Lead Marketing, Brand Marketing, Marketing Plans, FMCG, B2B2C, Business to Business to Consumer (B2B2C), Private Label Products, Channel Management, Brand Positioning, Price Positioning, Promotion, Sales Effectiveness, Operational Efficiency Improvement, Key Account Management, Client Relations, Sales Growth, Operational Excellence, Pricing Models, Revenue Strategy, Project Management, Trade Support, Agile Transformation, Cost Reduction & Optimization (Cost-down), Zero-based Budgeting, Business Process Re-engineering, Quality Management, Process Redesign, Sales & Operations Planning (S&OP), Organizational Design, Organizational Structure, Business Coaching, Incentive Plan Design, Change Management, Organizational Change Management (OCM), Scorecard Development, Sustainable Development, B2B, Team Restructuring, Acquisitions, Sales & Channel Enablement, Structure, Team Building, Sales Training, Innovation, Partnerships, Demand Sizing & Segmentation, Route to Market, Change Leadership, Team Development, Strategic Planning & Execution, EMEA, Customer Retention, Team Leadership,

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Excel 365, Sales Operations, Strategy Planning, Mentorship & Coaching, Marketing Strategy, Marketing Mix Modeling, Packaging, Pricing, Customer Development, Design, Cross-functional Team Leadership, Coaching, Business to Business (B2B), Brand Development, Concept Development, Strategic Planning, Structuring, Algorithms, Branding, Business Strategy, Stakeholder Engagement, Go-to-market Strategy, Revenue Modeling, Financial Modeling, Financial Statements, Consumer Packaged Goods (CPG), Target Operating Models, Brand Identity, Product Branding, Storytelling, Brand Strategy, Customer Segmentation, Product Marketing, Consumer Products, Corporate, People Management, Brand Management, Go-to-market Optimization, Business Development, Sales Strategy, Go-to-market Plans

- **CMO, MD, and SVP**

- 1993 - 2017

- Unilever

- Held different executive roles while working at Unilever for 25 years. Spent half of my time there on international assignments and strategic and regional roles.

- Delivered growth in Lipton 6x in volume, 11x in profit. Reinvented the business model, building brands with innovative consumer-centric omnichannel strategies and customer-centric route-to-market plans and partnerships.

- Ensured 15% CAGR in Turkey (from fourth to the second market) while entering seven countries. Led international market entry, regional coordination, business development, brand communication, and innovation, triggering demand and share development.

- Re-ignited the EU ice cream business to grow in volume for the first time in a decade while implementing a portfolio reduction program. Managed teams in holistic GM roles with cross-category and cross-functional responsibilities.

- Focus areas: Advertising, Marketing, Category Management, Internationalization, Route to Market, Growth Strategy, Strategy, Portfolio Optimization, Business Unit Management, Business Unit Strategy, Growth, Market Entry, Launch Strategy, Business Models, eCommerce, Mergers & Acquisitions (M&A), Strategic Partnerships, Sales Planning, Commercial Strategy, Marketing Mix, Business Transformation, Budgeting, Corporate Finance, New Product Development, Value Proposition, Value-based Pricing, Innovation Management, Trade Marketing, Brand Marketing, Cause Marketing, Marketing Plans, FMCG, Business to Business to Consumer (B2B2C), B2B2C, Channel Management, Channel Optimization, Digital Channels, Brand Positioning, Price Positioning,

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Promotion, Social Media, Sales Effectiveness, Operational Efficiency Improvement, Market Insights, Customer Insights, Marketing Strategy, Market Segmentation, Demand Sizing & Segmentation, Public Relations (PR), Key Account Management, Loyalty Management, Multicultural, Operational Excellence, Pricing Models, Revenue Management, Revenue Strategy, Trade Support, Agile Project Management, Agile Transformation, Turnaround Management, Cost Reduction & Optimization (Cost-down), Zero-based Budgeting, Activity-based Costing, Outsourcing, Quality Management, Sales & Operations Planning (S&OP), Operating Models, Organizational Design, Organizational Development, Business Coaching, Incentive Plan Design, Change Management, Organizational Change Management (OCM), Scorecard Development, Finance, Data Management, Corporate Social Responsibility (CSR), Sustainable Development, Social Impact, Customer Acquisition, Team Restructuring, Sales & Channel Enablement, B2B Partnerships, Structure, Team Building, Sales Training, Client Relations, Innovation, Africa, Partnerships, Market Sizing, Team Leadership, Team Development, Strategy Planning, General Management, EMEA, M&A Pipeline Management, Social Media Marketing (SMM), Consumer Insights, Market Strategy and Research Product Manager, Sales Growth, Corporate Restructuring, Digital Out-of-home (DOOH) Advertising, Excel 365, Sales Operations, Change Leadership, Marketing Mix Modeling, Business Modeling, Packaging, Pricing, Advertising Campaigns, Customer Development, R&D, Cross-functional Team Leadership, Brand Development, Concept Development, Strategic Planning, Structuring, Hospitality, Algorithms, Branding, Brand Guidelines, Business Strategy, Digital Marketing Strategy, Stakeholder Engagement, Workshops, Go-to-market Strategy, Revenue Modeling, Financial Modeling, Financial Statements, Consumer Packaged Goods (CPG), Target Operating Models, Brand Identity, Product Branding, Business Partnerships, Brand Strategy, Customer Segmentation, Product Marketing, Communication, Consumer Products, Corporate, People Management, Personal Care, Digital Branding, Growth Hacking, Growth Marketing, Brand Management, Go-to-market Optimization, Business Development, Sales Strategy, Go-to-market Plans

- **Bachelor of Science Degree in Business Administration**
- Catholic University of Portugal - Lisbon, Portugal
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- **Skills**
- **Finance**

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- Revenue Management, Route to Market, Budgeting, Value-based Pricing, Trade Support, Zero-based Budgeting, Pricing, Revenue Modeling, Corporate Finance, Cost Reduction & Optimization (Cost-down), Microeconomics, Mergers & Acquisitions (M&A), Startup Funding, Financial Modeling, Private Equity
- **Industry Expertise**
- Consumer Products, Hospitality
- **Geographic Expertise**
- EMEA, Africa, Latin America (LATAM)
- **Other**
- Strategy, Portfolio Optimization, Business Unit Management, Growth Strategy, Market Entry, Launch Strategy, Business Models, Innovation, Strategic Partnerships, Sales Planning, Commercial Strategy, Business Transformation, New Product Development, Value Proposition, Marketing Mix, Trade Marketing, Brand Marketing, Marketing Plans, FMCG, B2B2C, Channel Management, Channel Optimization, Brand Positioning, Price Positioning, Advertising, Promotion, Sales Effectiveness, Market Insights, Consumer Insights, Customer Insights, Market Segmentation, Demand Sizing & Segmentation, Key Account Management, Sales Growth, Multicultural, Operational Excellence, Revenue Strategy, Operating Models, Organizational Development, Incentive Plan Design, Scorecard Development, Data Management, Sustainable Development, Customer Acquisition, Sales & Channel Enablement, Partnerships, Digital Out-of-home (DOOH) Advertising, Team Leadership, Team Development, Strategic Planning & Execution, Marketing, General Management, Category Management, Growth, Strategy Planning, Business Unit Strategy, Acquisitions, Marketing Strategy, Business Modeling, Marketing Mix Modeling, Advertising Campaigns, Customer Development, Cross-functional Team Leadership, Brand Development, Concept Development, Startup Growth Strategy Development, Branding, Business Strategy, Go-to-market Strategy, Consumer Packaged Goods (CPG), Target Operating Models, Brand Identity, Product Branding, Business Partnerships, Brand Strategy, Customer Segmentation, Product Marketing, Communication, Corporate, Growth Marketing, Brand Management, Go-to-market Optimization, Business to Business to Consumer (B2B2C), Business Development, Sales Strategy, Go-to-market Plans, eCommerce Design, Due Diligence Consultant, Innovation Management, Lead Marketing, Cause Marketing, Private Label Products, Private Equity Consultant, Digital Channels, Operational Efficiency Improvement, Market Strategy and Research

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Product Manager, Public Relations (PR), Loyalty Management, Customer Retention, Inside Sales, Pricing Models, Implementation Project Management, Agile Transformation, Turnaround Management, Outsourcing, Sales & Operations Planning (S&OP), Organizational Design, Organizational Structure, Business Coaching, Change Management, Organizational Change Management (OCM), Project Management Office (PMO), Corporate Social Responsibility (CSR), Social Impact, Team Restructuring, B2B Partnerships, Structure, Team Building, Sales Training, Client Relations, Internationalization, Excel 365, Innovation Strategy, Startup Consulting, Project Management, Change Leadership, Mentorship & Coaching, Packaging, Coaching, Business to Business (B2B), Strategic Planning, Structuring, Algorithms, Brand Guidelines, Digital Marketing Strategy, Stakeholder Engagement, Workshops, Management Consulting, Design Thinking, People Management, Personal Care, Digital Branding, Growth Hacking, New Business Development, M&A Pipeline Management, Social Media Marketing (SMM), Activity-based Costing, Business Process Re-engineering, Quality Management, Process Redesign, Finance, Corporate Restructuring, B2B, Market Sizing, Startups, eCommerce, Sales Operations, Social Media, Agile Project Management, R&D, Design, Data Centers, Metals & Mining, Green Energy, Financial Statements, Early-stage Venture Capital, Content Strategy, Storytelling.