



Miguel Melo

Business Development · Account Management · Client Success

Trilingual in Portuguese, Spanish and English, with the cultural fluency that comes with it.

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DOB: 24/02/1984 | EU Citizen | Driving licence B | Available immediately

PROFESSIONAL SUMMARY

EU citizen based in Luxembourg, available immediately. Commercial leader with 20 years of experience building and managing client relationships, opening new markets and driving revenue growth across the Iberian Peninsula and beyond. Proven track record in business development, account management and partner enablement across fintech, tech, retail and franchise sectors.

Built distribution channels and franchise networks from scratch, managed C-suite stakeholder relationships and delivered structured growth programmes in complex, multi-stakeholder environments. Background in institutional client management at BNP Paribas Securities Services adds a layer of operational rigour, governance discipline and regulated environment experience.

Trilingual in Portuguese, Spanish and English with French in progress — a genuine commercial asset in cross-border markets. Adaptable, execution-focused and at my best when turning a vision into a signed agreement and a growing account.

PROFESSIONAL EXPERIENCE

Area Developer | *Kentucky Fried Chicken (YUM! Brands)* | *Lisbon, Portugal* 2020 – 2024

- Managed a 4 to 5-year development pipeline with long lead times, generating 20 to 25 qualified leads per year to sustain an average pace of 10 openings annually across mainland Portugal and the islands.
- Delivered 35+ new restaurant openings and supported the doubling of the national footprint during tenure, operating as the corporate representative in all development negotiations with franchisees and landlords.
- Rebalanced the portfolio away from mall dependency toward drive-thru-led growth, including strategic relocations, improving unit economics and long-term portfolio resilience.
- Built a market intelligence model to prioritise territories, reduce site selection risk and equip franchisee partners with data-driven tools for better investment decisions.
- Improved franchisee governance and site approval processes, helping Portugal meet and exceed targets through COVID with one of the strongest EMEA outcomes.

Expansion Manager | *Papa John's Portugal* | *Lisbon, Portugal* 2019 – 2020

- Led brand market entry in Portugal from zero, opening the first four company-owned units and designing the Lisbon metro expansion plan, mapping priority neighbourhoods and target streets to optimise delivery coverage and unit economics.
- Owned the full development lifecycle: site selection, lease negotiation, capex, permitting, brand standards and handover to operations end to end.

Expansion Manager Portugal | *Restalia Group* | *Lisbon, Portugal*

2017 – 2019

- Led commercial development and real estate strategy in Portugal, scaling the footprint from 7 to 24 units across two brands (100 Montaditos, Cervceria La Surena) in under two years.
- Managed the full investor lifecycle: prospecting, pitch, business case development, franchise agreement negotiation and new unit delivery. Trained and enabled new franchise partners from onboarding through launch.
- Sourced sites, negotiated lease terms and coordinated projects across landlords, lawyers, architects and local authorities.

Regional Sales Manager | *EBSCO Information Services* | *Madrid, Spain*

2013 – 2014

- Managed the Portugal and Spain territory end to end for a global information services provider, owning pipeline, executive relationships and annual renewals across institutional and corporate segments.
- Delivered around 400 client meetings per year, running presentations, demos, trainings and contract negotiations. Partnered with EMEA leadership on strategy, forecasting and territory planning.

Corporate Sales Manager | *SMART Technologies* | *Madrid, Spain*

2011 – 2013

- Built the corporate sales segment across Spain and Portugal from scratch, defining strategy, target accounts and the partner model.
- Recruited, trained and certified around 50 resellers across both countries, creating a scalable distribution channel. Grew revenue from zero to over 800k EUR in the first full year through partner enablement, pipeline management and strategic account development.
- Led executive presentations, demos and end-user trainings, translating complex solutions into clear business value for C-suite buyers.

Product Manager | *SMART Technologies* | *Madrid, Spain*

2009 – 2011

- Developed cross-sell offers for the education market by identifying complementary suppliers and bundling entry and mid-level solutions for resellers, improving attachment rates and average deal size.
- Managed supplier relationships, coordinated purchase orders and acted as the bridge between customers, partners and sales leadership.

Account Manager | *BNP Paribas Securities Services* | *Lisbon, Portugal*

2014 – 2017

- Managed a dedicated institutional client account within BNP Paribas's outsourcing model, serving as the sole point of contact across settlement, corporate actions, cash and compliance functions.
- Led monthly governance meetings covering SLAs, incidents and service performance, translating operational data into process improvements and strengthened controls.
- Designed and optimised procedures, documentation and team training materials, reinforcing consistency and compliance awareness across the team.

TOOLS

Salesforce, MS Office Suite, Google Workspace, Microsoft Teams, Slack. AI workflows: Claude, ChatGPT, Gemini, LibreChat, Perplexity.

EDUCATION

AI Talents — Frankfurt School Blockchain Center

Cohort Participant, 2025

Universidade Europeia — BA Marketing, Advertisement and PR (incomplete)

2014 – 2017

LANGUAGES

Portuguese (native), English (bilingual), Spanish (bilingual) and French (in progress).