

# CV Manuel Rocha

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Manuel José Costeira da Rocha (22/Dec/1966)  
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## Qualifications

**PhD Sustainable Energy Systems** – Faculty of Engineering – University of Porto / MIT (2007 – 2010)  
 Main Topics: Wind Energy, Electrical Systems with Renewable, Markets and Simulation, Markets and Regulation, Signals Dynamics and Control, Computational Intelligence and Energy Environment and Sustainability

**Executive MBA International Trade** – ESADE (Barcelona) / AEP (1996)

**Post Graduation in Management** – UCP (Universidade Católica Portuguesa - Porto) (1992)

**Degree in Electrical Engineering – Energy Production and Transport**  
 (Faculty of Engineering – University of Porto) (1984-1989)

## Relevant Training

Attended several courses in Portugal and Germany, in the following:

- “Modelling and Forecasting in Liberalised Electricity Markets” (CEMPRE / FEP / INESC), 2008
  - “Developing Microgeneration and Microgrids” (EES - University Enterprise Training Partnership), 2008
  - High Voltage and Medium Voltage Switchgear and Networks;
  - Behaviour in critical situations;
  - Negotiation;
  - Industrial Marketing;
  - EFQM and Quality Assurance ISO 9001;
  - Methodologies for the performance of Quality Audits;
  - Production and Stock Management;
  - English as a Foreign Language (American Language Institute – Oporto)
  - Deutsch für Fremdsprachigie Grundstufe II a (Sprachen Institute H. Von Rothkirch – Prien De)
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## Professional Experience

### 2007 / (2010) PhD in Sustainable Energy Systems

#### 2005 / 2007 J. Pinto Leitão SA – Executive Officer

Import / Export / Retail – Wood,

Turnover (2006): 33.000.000,00 Euros // 120 persons // 9 stores all over Portugal; main exports to Spain, France, Belgium and Africa

Sales, Marketing, Innovation (new processes, new products, new markets), Controlling, Credit Management, Import from Spain, Germany, Holland and Italy; Export to Spain, Angola, Cabo Verde

- Lead team to sales increase of 6% by initiating, structuring and coordinating programs to support the sales team (40 persons) during a crisis period in Portugal;
- Advisor of the Board on credit, operational and procedural initiatives resulting in improved accounts receivable lag times from roughly 135 to 105 days;
- Conduct market research on high potential sectors, and introduce 3 new innovation products in the company portfolio;
- Develop and implement effective personnel policies and procedures (commissions, bonus, ...);
- Organize monthly controlling reports;
- Reconfigure client database (about 7.500 records);
- Lead team to improve the order procedures (done on line through PDA and specific software)
- Support and coach area managers to reach their full potential;
- Prepare annual Budget;

**2003 / 2008 Exertus, Ida. – Independent Consultant**

Consultancy in small and medium size companies:

- Energy systems and sustainability;
- Marketing and Sales;
- Trading (export / import)
- Organization.

**1999 / 2003 – A. Dias Ramos, Máquinas Ferramentas Lda. – Comercial and Marketing Director**

Manufacturing group of machinery tools for the sheet-metal industry, leader in Portugal. Responsible for the sales team in the national market (30% of Sales Volume) and the external market (70% of Sales Volume), the sale of parts and accessories, post-sales service; Sales Volume 20 million Euros; Leadership of a team of 25 people.

- Active role at a commercial level, in successful reorganisation of the group, resulting from the acquisition of ADIRA's biggest competitor, GUIFIL;
- Minimized the effectiveness of the commercial aggressiveness of foreign competitors attempting to penetrate the national market; enlarged the geographical area of influence of the company abroad, by opening new markets (in Europe, Finland, and in Asia, including Vietnam, Singapore, Thailand, Hong Kong and China), and by winning back markets in Europe (including the United Kingdom, France and Germany); strengthened the company's commercial activity in the five continents;
- Prepared and implemented the commercial launching of new products developed by the company (Cutting by Laser Machine);
- Improved the stock management, based on SW Baan; increased the rotation of the parts, accessories and consumables stock by more than 20 %;
- Maintained the global volume of sales, increased margins by 5% through cost control and reducing discounts granted, and decreased the value of client debt by 40%;
- Negotiated and managed international purchase and selling contracts (importation and exportation), and also maintenance contracts;
- Planned the company's participation in many international fairs;

**1991 / 1999 – Siemens, S.A. – Project / Project and Sales Manager  
ENERGY Lisbon / Porto / Erlangen (Germany) / Macao (China)**

1998 – 1999 Alfragide (Lisbon) - Sales Manager of the Energy/ Substations Business Unit

- Responsible for a Sales Volume of approx. 10 million Euros and a team of 6 people;
- Contract Negotiation;
- Sales, erection and commissioning of Power Plants, Substations, High Voltage Installations, Wind Parks;
- SAP software user;

1997-1998 Tapada do Outeiro (Oporto) - Project Site Manager

- Responsible for the commissioning team of Siemens Portugal in the building of the Central of Combined Cycle (approx. 100 people); Projects and contracts management;

1996 – 1997 MACAO - Sales Manager

- Siemens Portugal representative in Macao and in a consortium; responsible for the energy substructure in the Macao Electricity Company and in the Macao International Airport projects management (Sales Volume of approx. 10 million Euros and a team of 30 people);
- Substations 110 kV / 60 kV / 11 kV, 110 MW;

1995 – 1996 Oporto/Lisbon - Key Account Manager

- Technical and commercial management of projects: Hydro Power Plants, Wind Park MV networks and interconnections;
- key account (EDP / REN)

1994 Erlangen GERMANY - Product Manager / Key Account Manager

1991 – 1993 Oporto - Key Account Manager

**1990 / 1991 – Fase- Estudos e Projectos, SA – Project Manager****1989 / 1990 – (Superior Institute of Engineering – Oporto) - Assistant Lecturer****1989 – Electricité de France – Arcachon FRANCE - Trainee Engineer**

## Other Information

### Languages

	<b>Portuguese</b>	<b>English</b>	<b>French</b>	<b>German</b>	<b>Spanish</b>	<b>Italian</b>
Written	Mother Language	Proficient	Elementary	Elementary	Advanced	Elementary
Spoken		Proficient	Advanced	Advanced	Proficient	Advanced
Read		Proficient	Proficient	Advanced	Proficient	Advanced

### IT Skills

- Proficient user of Microsoft Office applications and Internet;
- Experienced user of SAP and Baan systems.

### Hobbies

- Nautical / Maritime Activities (sailing, diving,...);
- Numismatics;
- Study of the 20<sup>th</sup> Century History.

### Other

- Member of the "Ordem dos Engenheiros" (Institute of Chartered Engineers- Portugal)

### Markets where has been active

- Europe: Portugal, Spain, France, Italy, UK, Germany, Belgium, Holland, Finland
- Asia: China, Macau, Hong-Kong, Thailand, Singapore, Philippines, Vietnam;
- America: Brazil.