



Guilherme Salgueiro

C-Level Executive | COO | CEO | Serial Founder | AI-First Operator

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EXECUTIVE SUMMARY

Operations executive with **15+ years scaling high-growth companies** from startup to billion-user scale. Proven track record driving **3.5x average YoY growth** across gaming, fintech, and e-commerce. AI-first operator and turnaround specialist combining strategic vision with hands-on execution. Seeking COO/CEO roles at VC-backed startups.

1B+

USERS MANAGED

25x

CUSTOMER GROWTH

350+

TEAM SIZE LED

\$1M+

COST SAVINGS

CURRENT

Co-Founder & CEO

Outlex

AI-powered legal team for European startups

Fractional COO

FRVR

Strategic initiatives for 1B+ user gaming platform

EXPERIENCE

Chief Operating Officer

2022 - 2025

FRVR • Lisbon (Hybrid)

Global gaming platform with 1B+ users across 150+ countries

- Directed board-level strategy across product roadmap, AI integration, and international expansion
- Championed AI-first transformation with 30%+ efficiency gains through organizational restructuring
- Rebuilt data analytics infrastructure enabling real-time decision-making at massive scale

Chief Customer Officer

2021 - 2022

Coverflex • Lisbon

Portugal's leading flexible benefits fintech serving 13,000+ companies

- Owned end-to-end customer experience across sales, success, and support for 250,000+ employees
- Built processes supporting international expansion into Spain and Italy

Founder & CEO

2020 - 2023

Decantify • Portugal

Wine e-commerce marketplace connecting enthusiasts with Portuguese winemakers

- Built marketplace from zero with 60+ winemaker partners; managed full-stack operations and logistics

Chief Executive Officer

2018 - 2020

Overcube & Overcube Digital • Guimarães

E-commerce marketplace and digital marketing agency

- Achieved 3x YoY growth in GMV and revenue; grew supply partners from 9 to 80+ brands
- Re-platformed to Shopify increasing conversion rates by 2.5x; launched omnichannel flagship store

EXPERIENCE (CONTINUED)

Chief Operating Officer

2017

Uniplaces • Lisbon

Executive leadership turnaround role, P&L ownership for marketing and operations (~130 FTEs)

- Owned end-to-end growth strategy: SEO, brand, performance marketing, and partnerships
- Redesigned supply acquisition model achieving 35% cost reduction + 20% volume increase
- Built Exclusivities Program from concept to 13% of revenue—10x scale with 97% occupancy

VP Global Customer Service & Operations

2013 - 2016

HouseTrip • Lisbon

Global operations transformation managing €2M P&L and 120+ FTEs across 6 languages

- Delivered world-class customer experience: 92% satisfaction, 67 NPS, 10% conversion improvement
- Negotiated vendor partnerships generating €200K+ annual savings; 50%+ productivity gains

Director Operations & Logistics

2011 - 2013

ZAP • Angola & Mozambique

Customer Service, Field Operations, Training, QA, and Logistics (~350 FTEs across 2 countries)

- Scaled operations from 40K to 1M customers (25x growth) while building supply chain from zero
- Negotiated contracts delivering \$1M+ in savings; created outsourcing model with \$100K+ annual reduction

Director Customer Operations

2009 - 2011

Cabovisão • Portugal

Built customer technical operations from ground zero for Portuguese telco

- Achieved 25%+ annual savings, 60% satisfaction improvement, and 50% reduction in failed work orders

CORE EXPERTISE

Scaling Operations

Growth Strategy

Team Building

P&L Management

AI Integration

Digital Transformation

Process Automation

Product Development

INDUSTRIES

Gaming

Fintech

SaaS

E-commerce

Marketplaces

Legal Tech

Wine & Beverages

Telco

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