



# Guilherme Salgueiro

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

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Portugal / Remote

## 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 &amp; 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						