

## Contact

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(LinkedIn)  
[drpedronunes.com/](http://drpedronunes.com/) (Personal)

## Top Skills

Tourism Management  
Economics  
International Economics

## Languages

Spanish (Limited Working)  
English (Native or Bilingual)  
Portuguese (Native or Bilingual)

## Certifications

Company Recovery Mediator  
IBM Data Science

## Honors-Awards

Best communication in the area of  
social sciences, arts and humanities

## Publications

Strategic forecasts for circular  
economy transition: Evaluation of  
the role of technology in economic  
development

The Impact of Financial Literacy on  
Perceiving The Need to Create an  
Emergency Fund

The Geoheritage of Madeira:  
Implications for Natural Heritage and  
Geotourism

EVOLVING TRENDS IN DIGITAL  
MARKETING: A COMPREHENSIVE  
REVIEW

# Pedro Nunes

Ph.D. | Economist | Business Strategist | Professor  
Funchal, Madeira Island, Portugal

## Summary

Dr. Pedro Nunes has built a multifaceted career combining academia and practical business expertise. His educational journey culminated with a Doctorate in Economic Analysis and Business Strategy with a cum laude mention from the University of Santiago de Compostela. Professionally, he has navigated through various sectors, including technology, international commerce, and consultancy, with roles ranging from business analyst to director. Currently, he is a Professor in several DBA programs, applying his extensive industry experience and academic insights to educate the next generation of professionals. Additionally, Dr. Nunes is a Professor in the areas of Economics, Management and Tourism at Madeira Island Universities.

## Experience

Universidade da Madeira  
Assistant Professor  
September 2024 - Present (2 months)  
Funchal, Madeira Island, Portugal

Professor of Regions & Tourism, Economy & Tourism Territories and  
International Economics.

Swiss School of Management  
Adjunct Doctoral Faculty  
February 2024 - Present (9 months)  
Switzerland

OSEAN (Outermost Regions Sustainable Ecosystem) UMa  
Integrated Researcher  
March 2024 - Present (8 months)  
Funchal, Madeira Island, Portugal

California Intercontinental University  
Adjunct Faculty

October 2023 - Present (1 year 1 month)

California, United States

DBA Chair and lecturer in Global Economy

ISAL | Instituto Superior de Administração e Línguas

Assistant Professor

February 2023 - Present (1 year 9 months)

Funchal, Madeira Island, Portugal

Professor of Destination Management, Research Methods, Natural Patrimony, Financial Management and Business Strategy in the degrees of Tourism and Business.

Coordinator of the Tourism research line and Vice-President of the Technical-Scientific Council.

Independent Consultant

Business Analyst / Consultant

January 2017 - Present (7 years 10 months)

Funchal

- Developed an internationalization and digitalization project for a tourism company;
- Managed a financial markets information project;
- Participated in a global media analysis project;
- Taught several courses in the areas of management, finance and marketing;
- Participated in several data science and business analysis projects.

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Managing Director

January 2016 - November 2020 (4 years 11 months)

Funchal

- Company management and administration;
- Preparing and presenting reports about the performance of several company's functions;
- Responsible for compliance;
- Controlling and Finance management;

WMF United Kingdom Ltd - Coffee Machines

National Administration Manager

March 2014 - December 2015 (1 year 10 months)

- Strategic development and lead the administration sales & service office team to achieve company goals;
- Manage all commercial aspects of WMF's Service department;

- Management of the internal service system;
- Service contract management & monitoring;
- Creating and presenting reports to stakeholders;

## Delta Cafés

### Operations Manager

September 2010 - December 2013 (3 years 4 months)

Funchal

Managed a team of 35 including logistics, technical assistance, office management and sales support.

- Developed and managed annual budgets and program budgets and organized fiscal documents efficiently. Led the drive to consistently meet all targets.
- Developed long-range forecasts and maintained long-range financial plans, developed and implemented organizational strategies and policies to ensure strategic plans geared towards operational excellence.
- Restructured the inventory process, trained the staff and presented its advantages. Reduced errors and time while performing the inventory.
- Organised a market survey, designed a data capture system and brought together a field team to capture and analyse results. Used the data to drive a highly targeted sales campaign to penetrate new areas and increased market share, all during a period of recession.
- Created operational KPI's for all areas. Encouraged team to challenge and change existing methods to achieve the targets and maintain quality. Reduced completion times of all activities and promoted a culture of prompt problem resolution.
- Facilitated interdepartmental communication, introduced weekly meetings with the sales director and supervisors. Increased understanding and ability to synchronize the needs of the sales team with the supporting services and improve team spirit between sectors.
- Supervised overall financial system, HR management, IT system and business controls.

## Independent

### Consultant / Coach

January 2009 - July 2010 (1 year 7 months)

Funchal

Consultant and business trainer specialised in Process Improvement, Strategy, Marketing and Quality.

- Reviewed the business process of a pharmacy; identified improvements in several areas, such as compliance, ordering costs and budgeting. Proposed the best cost solution, designed and implemented a quality management system. Improved sales by responding quickly to customer needs, negotiated supplier deals to obtain a competitive edge.
- Coordinated creation of the regions first online pharmacy. Designed a customer needs fact finding questionnaire, generated 80% response. Utilised feedback to create a customer centred site.
- Provided business development consultancy to the board of a Solar systems company whose major strengths were technical expertise. Designed a roadmap that focussed on developing capability within their core business. Increased profits by 20% within 6 months.

### Vinhos Barbeito

#### Operations Manager

June 2007 - December 2008 (1 year 7 months)

Funchal

Developed several functions related to managing the internal costs of the company, human resource management, purchase management, orders management and quality control.

- Coordinated the complex process of changing facilities and managed the moving operation without compromising production efficiency.
- Identified culture of overpaying for most contracted services. Presented programme of changes, ratified by the board, that enabled sensitive supplier negotiations that respected long term relationships and friendships but delivered, cost savings, value for money and transparency.
- Provided and implemented a Hygiene and Safety at Work system. Engaged and trained staff in realising reduced costs of absence and avoided the cost of outsourcing the project.
- Supervised and increased effectiveness and efficiency of operational systems and processes/policies to support organization's mission; specifically, supported management reporting/information.
- Supervised and coached sector managers to further their development and reach their potential.

### Ilhonet

#### Operations Manager

January 2002 - April 2007 (5 years 4 months)

Funchal

Responsible for the daily management of the company, including most importantly: data analysis, financial e administrative management, supply chain and customer experience.

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## Education

Universidad de Santiago de Compostela

Doctor of Philosophy - PhD, Economic Analysis and Business Strategy · (March 2018 - March 2023)

ISAG – Instituto Superior de Administração e Gestão

Digital Marketing · (January 2021 - March 2021)

DIGIMAC

International Negotiation and Digitalization · (December 2020 - February 2021)

University Fernando Pessoa

Master's degree, Business Administration and Management, General · (2010 - 2013)

IPDT/OEM

Master of Business Administration (MBA), Business Administration and Management, General · (2009 - 2011)