



Armando Luis Custodio

1st

EG Customer Experience Lead & Service Segment Manager at Hewlett Packard Enterprise

Lisbon Area, Portugal | Information Technology and Services


- Current Hewlett Packard Enterprise
- Previous HP, SAMSUNG
- Education INDEG-IUL ISCTE Executive Education

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500+
connections

<https://pt.linkedin.com/in/aluis>

 Contact Info



Summary

My professional experience have been changed according the oportunities that the companies have given to me. I start in the manufacturing (SAMSUNG) and today I am working in Marketing Services on a international company where the core business is selling Products and Services of IT.

Specialties: Mergers - negotiations inside the companies - Marketing Services skills - business Planning skills - people management - quality & produtivity skills for services & manufacturing companies.



Experience

EG Customer Experience Lead & Service Segment Mgr

Hewlett Packard Enterprise

November 2015 – Present (1 year) | Lisbon Area, Portugal

Total Customer Experience Lead for HPE Enterprise Accounts in Portugal & Spain
Iberia EG Total Partner Experience Lead for Platinum & Gold Partners

Develop necessary business actions with Sales Directors/Enterprise Account Mgrs to improve HPE Share of Wallet vs competition on customer & partner account

EG Customer Experience Lead & Service Segment Mgr

HP

November 2013 – October 2015 (2 years) | Hewlett Packard Portugal Lda

Customer Experience Lead for a restricted HP Customer Accounts in Portugal and Spain.

Managing the Customer Loyalty Program for HP Top Accounts.

Develop necessary actions with Sales Director/ Account Sales Mgrs to improve HP Share of Wallet vs competition at customer side.



Customer Advocacy & Marketing Services Mgr

HP

November 2007 – October 2013 (6 years) | Lisbon Area, Portugal

Responsible by the implementation of Marketing programs like:

- HP Services Solutions
- HP Events for Enterprise Segment in Portugal or out
- Services Intranet & Services Marketing intranet
- Contacts with Marketing Suppliers
- Leads Generation on ROMI
- Deployment of Quality & Cust. Experience Program to Top Accounts - Global Accounts

Total Customer Experience

- Program with Top Enterprise Companies at C -Level
- Relationship, Marketing, Customer Issues at Executive Level



Customer Experience & Quality Manager

HP

September 2003 – November 2007 (4 years 3 months) | Lisbon Area, Portugal

My professional career is:

SAMSUNG (Director Qualidade e Produtividade/Resp. Produção); Consultora Fitagest (Manager); COMPAQ (TCE & Quality Manager); HP (Post-Merge Office Manager -> TCE & Planning Manager - TCE & Mkt Services Mgr)



PMO, CRM & Business Planning Leader

HP

May 2002 – December 2004 (2 years 8 months) | Lisbon Area, Portugal

Responsible in terms of operational processes as PMO (Post Merger Office) after merge between Compaq & HP at Portugal. Responsible by implementation of CRM Sales Tool (Siebel/Oracle) for HP sales force. working with General Manager as Business Plan on the development of BU's Growth Plans.



Quality Manager

HP

2000 – 2002 (2 years) | Lisbon Area, Portugal

Responsible to Customer Experience, complaints and internal processes management according international standards and also Corporate audits to the Sales, Pre-Sales, Marketing and business Operations



Quality & Productivity Director

SAMSUNG



September 1996 – September 1999 (3 years 1 month) | Sintra

Responsible by all quality controls regarding production and final controls before products be dispatched to the customers. Responsible by after-sales regarding factory products to the customers. Responsible by factory be inline of their products with international standards like: CSA,VDE,UL,BABT,BSI Labs, APCER, ISQ,...



Certifications

Six Sigma Black Belt

American Society of Quality

Starting September 2001



Courses

Colégio Militar

• high school



Languages

English

Full professional proficiency

Spanish

Professional working proficiency

French

Limited working proficiency

Portuguese

Native or bilingual proficiency



Education

INDEG-IUL ISCTE Executive Education

EMBA - Executive MBA, Management, Master in Management/Gestão

2005 – 2007

EMBA

Activities and Societies: [AEMBA - Allumi](#)



Universidade Nova de Lisboa

Mestrado, Engenharia Gestão Industrial, Mestrado

1995 – 1997

MSC in Industrial Engineering



Instituto Superior Técnico

Eng^o, Telecommunications & Computers Engineering, Licenciatura pré-Bolonha

1987 – 1993

Activities and Societies: [Projecto final de Curso : Fibras ópticas na então Portugal Telecom Formador Fundetec/INESC](#)



Instituto Pupilos do Exercito

Electrical, Electronics and Communications Engineering

1986 – 1987

1st year at Telecommunication Engineering

Colégio Militar

Hi School

1978 – 1986

High School / Liceu

Activities and Societies: [Rugby national champion league < 17](#)

▶ 1 course