



Nuno FERREIRA PIRES

C.E.O | Executive Board Member | SPORT●TV

Nuno Ferreira Pires is CEO and Executive Board Member of SPORT TV, Portugal's leading premium sports television platform. With a background in business management, he has built an international career across media, consumer goods, banking, hospitality, and industrial sectors.

He began his professional journey at Procter & Gamble in the Iberian Peninsula and later joined Compal, the Portuguese market leader in juices, where he created the global innovation Compal Essencial. He subsequently served as Business Unit Director at Central de Cervejas (then part of Scottish & Newcastle), leading innovation and strategic marketing. During this period he doubled the EBITDA of the historic water brand Luso in less than three years and contributed to strengthening the leadership of the Sagres brand in Portugal's highly competitive beer market.

His international experience also includes roles at Viacom in London, Heineken, and PPG Industries, where he served on the Iberia Board of Directors leading Marketing and Retail Sales for the region.

Between 2013 and 2017 he was a Board Member and Executive Committee member of the Pestana Hotel Group, heading Global Marketing & Sales and also serving as Managing Director of Pousadas de Portugal.

In 2016 he was recognized as one of the 100 most innovative Portuguese by Círculo de Inovação, an initiative supported by the Presidência da República Portuguesa together with SIC, Expresso and NOS.

Beyond his executive role, Nuno Ferreira Pires is actively engaged in governance and strategic advisory initiatives. He serves on the General Council of universities and as Board Advisor to the Digital Economy Strategic Council of the Confederação Empresarial de Portugal, Building the Future by Microsoft amongst others.

A strong advocate for modern corporate governance and leadership diversity, he is a co-founder of the Chief Portugal Officers network and frequently contributes to discussions on the future of leadership, innovation, and the role of diverse perspectives — including gender diversity — in strengthening corporate decision-making and board effectiveness.