

BERNARDO RICCA LEADS SOFTFINANÇA'S SALES TEAM

THE NEW GLOBAL SALES MANAGER AT SOFTFINANÇA HAS VAST INTERNATIONAL EXPERIENCE, HAVING LED TEAMS IN COMPANIES SUCH AS TLANTIC, SAP AND UNISYS.

SoftFinança, a national leader in solutions for the financial market, has hired Bernardo Ricca as its Global Sales Manager, in line with its renewal and internationalization strategy. Bernardo will be responsible for both national and international operations, in the countries where the company is developing its business.

"I am delighted to embrace this challenge from Softfinança, a company with a proven track record in solutions for the financial services market. I believe that the quality of the company's products and services, as well as the competence of its teams, together with the recent partnership with SAP, will provide excellent benefits to Softfinança's clients, both the current and the new ones we're already working with", says Bernardo Ricca, the company's new Global Sales Manager.

Bernardo Ricca has a degree in Management by Instituto Superior de Economia e Gestão (ISEG), from Lisbon's Technical University (Universidade Técnica de Lisboa – UTL). Within his academic education are also two post-graduate courses:

- Business Decision Making by Nottingham Trent University, UK; and
- Banking Management by Universidade Católica Portuguesa, in Lisbon.

Between 1999 and 2012 he undertook several roles at SAP, the highlights being Sales Director for SAP Portugal, Country Sales Manager for SAP Africa and Sales Director CRM LoB for SAP EMEA South & Emerging. Between 2012 and 2014 he was responsible for business development at Tlantic, a leader in software for retail.

Bernardo Ricca is married and has 2 children.

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