

JOÃO COSTA

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HEAD OF ECOMMERCE & DIGITAL GROWTH

Global DTC & Omnichannel | P&L Ownership | International Team Leadership | AI-Enabled Operations

Ecommerce and digital executive with 15+ years building, scaling and transforming omnichannel businesses across Europe and Asia. Built Haworth's global direct-to-consumer business from zero to a \$5M annual portfolio across 10+ markets; previously operated €140M+ category P&L at Staples Europe and led FNAC Portugal's ecommerce commercial agenda through a period of ~35% online revenue growth. Bridges strategy and execution: P&L ownership, platform architecture, paid media, and hands-on AI-assisted operations.

PROFESSIONAL EXPERIENCE

Head of B2C Ecommerce & Digital Marketing

Haworth — High-End Office Furniture (International B2C) · 2022 – Present

Built and scaled Haworth's global direct-to-consumer ecommerce business across Europe, India, Southeast Asia, Australia and China, owning end-to-end digital strategy, commercial performance and execution.

- Launched Haworth's **B2C ecommerce business from zero across 10+ markets**, defining the operating model, digital architecture and go-to-market strategy.
- Grew the portfolio from a **standing start to \$5M annual revenue within three years**; back to double-digit growth in 2026.
- Led the **migration from a legacy B2B platform to a Shopify-based DTC ecosystem** built for international scale and conversion optimisation.
- Launched and scaled **Amazon Europe, Lazada and Shopee (Singapore & Malaysia)**, owning marketplace assortment, pricing and operational integration.
- Implemented **Brightpearl as an independent ERP backbone for B2C**, decoupling order management, inventory and fulfilment from enterprise B2B systems.
- Defined and executed all **digital acquisition across Google, Meta and marketplace advertising**.
- Redesigned **end-to-end supply chain and consumer packaging** for parcel fulfilment, improving shipping efficiency and cost across Europe and Asia.
- Hired and built an **international team of 8** across ecommerce operations, digital marketing and content.
- Building **AI-assisted tooling for paid media intelligence and operations**, enabling a lean team to run a multi-market consumer business.

Co-Founder · Digital Marketing & Ecommerce Consultant

Oh My Digital — Digital Strategy Agency · Dec 2019 – 2025 (Operational until 2023 | Partner thereafter)

Co-founded a digital agency focused on ecommerce and performance marketing, supporting brands in defining and executing scalable digital growth strategies.

- Designed and executed **end-to-end digital marketing strategies** across paid media, acquisition funnels, content and conversion optimisation.
- Managed and optimised **Google Ads and Meta Ads campaigns** across multiple industries.
- Advised founders and leadership teams on ecommerce architecture, platform selection and go-to-market strategy.

Head of Digital

TIMWE · Apr 2019 – Dec 2019

- Owned **paid media strategy and budget across Google and Meta** for multiple international markets.
- Managed digital campaign execution, segmentation and optimisation across international markets.
- Supported commercial teams in developing digital-led proposals for global clients.

Ecommerce Manager – Commercial Lead (Ecommerce)

FNAC Portugal · 2017 – Mar 2019

Orchestrated the overall commercial strategy for FNAC's ecommerce platform, aligning business units, digital marketing, UX and content teams.

- Led the ecommerce commercial agenda through a period in which **online revenue grew from ~€40M to ~€55–60M** (c. 11% to c. 13% of FNAC Portugal turnover, 2017–2019).
- Owned the **online commercial and promotional calendar**, with marketplace consolidation and Click & Collect adoption as principal growth levers.
- Improved the customer journey from homepage to checkout through conversion optimisation initiatives.
- Managed traffic, conversion, basket size and revenue KPIs against business targets.

Omnichannel Merchant / Business Unit Manager – Technology & Business Machines

Staples Europe · 2015 – 2017

- Owned **€140M+ annual P&L** across multiple European countries, with responsibility for pricing, promotions and profitability.
- Managed local Category Managers across all European Staples markets within a complex matrix organisation.
- Defined pan-European category strategies driving sales growth and margin improvement; led vendor negotiations, assortment and promotional planning.

Ecommerce Manager / Omnichannel Project Manager

Worten (Sonae Group) · 2012 – 2014

- Commercial lead for ecommerce at the **2013 launch of Worten's online platform** — assortment, pricing and promotional strategy, at a time when digital was under 2% of the chain's sales.
- During tenure, the online channel entered **Worten's top 10 stores by sales volume**; by 2016 it had become the chain's top-selling "store".
- Led the **promotional stream of Worten's omnichannel transformation**, designing an operating model that ran for years beyond the project.

Category Manager / Stock Manager – Consumer Electronics & IT Hardware

Worten (Sonae Group) · 2008 – 2012

- Managed category and stock strategy for Consumer Electronics and IT Hardware, overseeing combined revenues of up to **€70M annually**.
- Built analytical, forecasting and vendor negotiation depth in a high-volume retail environment.

CORE LEADERSHIP & FUNCTIONAL EXPERTISE

- Ecommerce & Omnichannel Strategy · P&L Ownership & Commercial Leadership · Digital Growth & Performance Marketing
- International Market Expansion · Team Leadership & Talent Development · Pricing, Promotions & Profitability
- Platform Migration & Digital Transformation · Supply Chain & Operational Optimisation

DIGITAL & ANALYTICS

- Shopify & Ecommerce Platforms · ERP & Operations (Brightpearl) · Marketplace Strategy (Amazon, Lazada, Shopee)
- Paid Media (Google Ads, Meta Ads, Marketplaces) · Google Analytics / GA4 · CRO & Funnel Optimisation
- AI-assisted operations & automation (Claude Code, n8n, workflow automation)

EDUCATION

Degree in Marketing

Escola Superior de Ciências Empresariais – Politécnico de Setúbal

- Category Management & Corporate Strategy – Nova Fórum Executivos
- Range & Assortment Management – Sonae Business School

LANGUAGES

Portuguese: Native · English: Full Professional Proficiency · Spanish: Professional Working Proficiency