

# IAN ZAQUEU

CURRICULUM VITAE



## BACKGROUND

I am a Mozambican professional who has lived in over 5 different countries. I am a passionate practical learner who wants to absorb and apply knowledge derived from different experiences I have had across the globe and across sectors, into any professional environment. I am a curious individual who always strives to overachieve and focuses on the bigger picture at all times.

## KEY COMPETENCIES

Vision driven  
Leadership  
Creative content creation  
Decision maker  
Communicator, Public speaker  
Project Management  
Diplomacy  
Optimiser  
Strategic Thinking

## CONTACT DETAILS

Email: [ian@iaelco.com](mailto:ian@iaelco.com)  
Phone: +258 855 213222 / +44 7944 670507

## WORK HISTORY

### Director of Data & Digitalisation

Grupo Soico | May 2023 -

Grupo Soico is Mozambique's leading media company, with over 20 years of existence in the market. My role as a Director of Data & Digitalisation, is to build and implement a new business unit founded on the premisses of technology and data analytics. The objective is to generate a multimillion dollar unit which will allow the entire company and the respective brands, to become digitally-led, and to become one of the pioneers of the industry on the African continent.

### Co-Founder & Managing Director

Pertence | June 2020 - December 2022

Co-founder and Managing Director of Pertence; a Mozambican FinTech incubated by the Mozambican Central Bank. Pertence is Mozambique's first certified crowdfunding platform.

### Partner

Iael Limited | September 2018

Iael Limited is a London based consultancy and advisory company which focuses on analysing, developing and implementing strategies primarily in Southern Africa, for an array of clients. The company has implemented projects for clients in the sectors of Media & Communication, Fashion, Renewable Energy, Agriculture, Technology, Mining, and others.

Overview of main achievements resulted for the general clientele:

- Revenue increase by 28% in 16months;
- Long term cost reduction by 46%;
- Network optimisation;
- Product Diversification;
- Access to 40% cheaper capital.

### Business Development Consultant

Drena Network | March 2020 - September 2020

Drena Network is the in-house media arm of Zwela Moçambique, an advertising agency affiliated to the Publicis Group. As a business development consultant, I was responsible for conceptualising, implementing and delivering turn-key projects around Drena Network and build the core pillars of the business. My responsibilities includes:

- Creation of company's vision, mission and goals for the next 8 operational quarters. Creating risk-proof strategies to be used in order to achieve goals;

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## LANGUAGES

English	Italian
Portuguese	Spanish
French	

## CITIES LIVED IN

London	Maputo
Rome	Madrid
Brussels	

## WORK REFERENCES

Zimane Horacio Gaspar Dzimba  
[zdzimba@zwela.co.mz](mailto:zdzimba@zwela.co.mz)

- Building a radio station, its brand positioning, content scheduling and establishing KPI metrics;
- Design and launch a digital magazine, establish principle distribution channels, identify and secure key partnerships, leverage metrics and digital forums;
- Provide a sustainable growth plan and assess potential risks in the business model in times of economical downturn.
- Provide a general risk assessment to the board of directors, of the general growth prospect of the business and recommend different strategic routes to minimise risk.

### Menswear wholesaler & distributor

Self-employed | January 2018 - August 2021

I focused on the commercialisation and distribution of Italian made suits in Mozambique by identifying two different retail points in Maputo with respective market demand. Furthermore, the suits were also directly commercialised to high-profile clients with particular and custom-based requirements.

### Strategy Consultant

In-Out Produções | Aug 2017 - December 2019

In-Out Produções is a media and advertising company based in Maputo which focused on creating turn-key project for clients. The company tackles the entire creative and media value chain in the attempt of becoming a one-stop shop for all respective clients. My tenure in In-Out focused on creating different implementation and scaling strategies for the company, with the current client base it held and identifying potential new clients. Throughout my time, I was able to achieve the following quantitative results:

- Direct impact in the company's revenue by 18%, within 16 months;
- Onboarding of 2 high-value clients.

## ACADEMIC BACKGROUND

### IE University School of Science and Technology

Master's degree, Business Analytics and Big Data  
Jan 2022 - Jul 2023

### Hult International Business School

Undergraduate degree | Fall 2018 - Fall 2020

Bachelor of Business Administration; major in Entrepreneurship