

Manuel Portugal dos Reis

STEM OPT · 3 YEARS

+1 623 265 9339 / manuelportugalreis@gmail.com / Business strategy · Revenue operations · Applied AI

EDUCATION	Arizona State University — W. P. Carey School of Business		2026–2027 · Arizona, USA
	Master’s in AI in Business — GPA 4.0 (A+)		
	Católica Lisbon School of Business and Economics		2022–2025 · Lisbon, Portugal
	Bachelor in Business Management		
	Universidad de los Andes		2023 · Bogotá, Colombia
Exchange semester, coursework in Spanish — strategy and international business			
EXPERIENCE	Co-Founder — Surgentia		Mar 2021 – Aug 2025 · Lisbon, Portugal
	— Co-founded and scaled a revenue-operations consultancy to 7 clients across real estate, healthcare and automotive, leading a 4-person cross-functional team across sales, marketing and operations. — Diagnosed lead-conversion bottlenecks for 7 SMB clients; redesigned CRM and automation workflows, cutting response time from 60+ minutes to under 2 and lifting qualified leads by ~50%. — Advised client leadership on commercial strategy and pricing, running 200+ structured discovery sessions to test and validate positioning hypotheses. — Generated \$100k in client revenue impact and grew the agency from founding team to 4 people.		
PROJECTS	LeadScope AI — Independent Project		Jun 2026 – Sep 2026
	— Built an AI-powered lead-scoring and CRM automation tool in Python and SQL, using GPT-based classification to prioritise inbound leads by conversion likelihood for SMB sales teams. — Trained and validated the model on 5,000+ historical lead records, improving lead-to-meeting conversion by an estimated 18% in backtesting. — Deployed a lightweight Streamlit dashboard for non-technical sales reps to review scored leads and automation triggers in real time.		
	Strategy Advisory — Weels Frozen Yogurt		Jun 2026 – Sep 2026
	— Advised a local retail business on pricing and positioning; ran 12 stakeholder interviews and AI-assisted competitive benchmarking to diagnose underpricing against comparable competitors. — Built a pricing model testing 3 scenarios (volume-based, tiered, premium positioning) and presented the recommendation to ownership in a client-ready deck. — Client adopted the tiered-pricing recommendation; early data showed a 9% lift in average order value in the first month.		
SKILLS	Analytical	Excel (advanced) — financial modeling, pivot tables, scenario analysis · SQL (advanced) · Python (advanced) — data cleaning, automation scripts · Structured problem solving (MECE, hypothesis-driven analysis, issue trees)	
	AI & Automation	Applied AI in business strategy (GenAI use-case evaluation, ROI assessment) · AI-driven workflow automation and CRM integration · Marketing and lead-automation tooling (GoHighLevel, Pipedrive)	
LANGUAGES	Portuguese — Native English — Fluent Spanish — Fluent French — Intermediate		