



HUGO RIBEIRO DA SILVA

CEO | CPP, BENTLEY, XRS & MOTORBOX

PERSONAL PROFILE

I'm a Business Man with 35+ years of experience in the automotive industry. Visiting Professor in the areas of Marketing and Sales. Speaker in the areas of sales, coaching and marketing.

WORK EXPERIENCE

- BOARD MEMBER | 2024 - PRESENT**
Society Advisory Board Member
CATÓLICA BUSINESS SCHOOL
- CHIEF EXECUTIVE OFFICER | 2023 - PRESENT**
Motorbox, S.A.
Centro Porsche Baleares
- CHIEF EXECUTIVE OFFICER | 2023 - PRESENT**
Managing Director/Shareholder XRS Motor, S.A.
Centro de Serviço Porsche Aveiro
- CHIEF EXECUTIVE OFFICER | 2018 - PRESENT**
Managing Director/Shareholder Crewe, S.A.
Bentley Porto
- GUEST COORDINATOR | 2016 - PRESENT**
Guest PG Coordinator
IPAM (Instituto Português de Administração e Marketing)
- CHIEF EXECUTIVE OFFICER | 2014 - PRESENT**
Shareholder
XRS Holding SGPS
- GUEST PROFESSOR | 2012 - PRESENT**
Marketing Professor
IPAM (Instituto Português de Administração e Marketing)
- CHIEF EXECUTIVE OFFICER | 2011 - PRESENT**
Managing Director/Shareholder XRS Motor, S.A.
Centro Porsche Porto e Centro Porsche Braga
- COMMERCIAL DIRECTOR | 1996 - 2011**
MERCEDES-BENZ
- HEAD OF SALES | 1992 - 1996**
CITROËN
- SALES DEPARTMENT | 1991 - 1992**
BMW
- SALES DEPARTMENT | 1989 - 1991**
NISSAN/SUBARU

CONTACT

+351 919 400 246

hrs@hugors.com

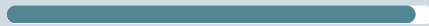
www.hugors.com

SKILLS

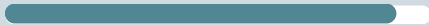
NETWORKING



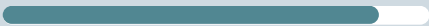
SALES



MARKETING



LUXURY MARKET SPECIALIST



LANGUAGES

PORTUGUESE (NATIVE)



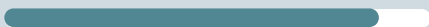
SPANISH (ADVANCED)



ENGLISH (ADVANCED)



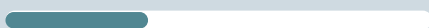
FRENCH (ADVANCED)



ITALIAN



GERMAN





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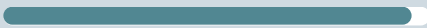
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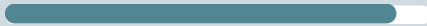
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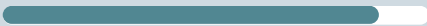
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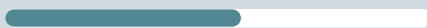
ENGLISH (ADVANCED)



FRENCH (ADVANCED)



ITALIAN



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EDUCATION

- EXECUTIVE PROGRAM | 2024**
Advanced Management Program
The International Institute for Management Development (IMD)
- EMILUX 5 | 2022**
Auditor, Executive Master in Luxury Management
SDA Bocconi
- OPM UNIT 1 | 2018**
Owner President Management
Harvard Business School
- MBA INTERNATIONAL | 2015-2017**
Economics and Business Management
Católica Porto Business School
- PHD | 2012-2016**
Business Economics and Finance
Universidad Rey Juan Carlos Madrid
- MASTER'S DEGREE | 2009-2011**
Master's Degree in Management
IPAM
- BACHELOR'S DEGREE | 2006-2009**
BA in Marketing Management
IPAM
- BUSINESS COACHING AND MENTORING | 2006**
Mentored by #1 New York Times bestselling author and America's #1 Life and Business Strategist, Tony Robbins.
By Tony Robbins