

ANDRÉ PALMA

CHIEF OPERATING OFFICER

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PROFESSIONAL PROFILE

Accomplished COO and operations executive with proven track record scaling manufacturing operations and driving operational excellence. Mechanical Engineering background with 10+ years of experience in Operations, Supply Chain Management, and Production across FMCG, manufacturing, and digital technology sectors. Specialized in building high-performing teams, implementing lean and continuous improvement methodologies, and delivering strategic business transformation across international markets.

EMPLOYMENT HISTORY

Chief Operating Officer, Rodinia ApS

Copenhagen, Denmark • January 2026 – Present

- Leading overall operational strategy and execution for textile technology
- Overseeing supply chain, manufacturing, expansion and quality
- Driving operational efficiency improvements and establishing key performance indicators across manufacturing and logistics operations

Head of Operations, Rodinia ApS

Copenhagen, Denmark • January 2025 – December 2025

- Led operations strategy and planning for O-Factory manufacturing facility launch, developing business plans, capacity models, and organizational structure
- Conducted industrial engineering analysis on automation impact, establishing 22–26% throughput improvement projections across seven garment categories
- Developed comprehensive financial models including CAPEX analysis (~€1.9M), OPEX, and cash flow projections

Director of Operations, PNO Holding A/S CVR

Copenhagen, Denmark • September 2023 – December 2024

- Led international team of operations professionals (10 direct reports, ~70 indirect reports)
- Developed and monitored comprehensive KPI frameworks to measure operational performance and enable data-driven decision-making
- Established supply chain network resulting in savings of approximately €250k in 6 months after full roll-out
- Implemented comprehensive operational strategy delivering 20% efficiency improvement and 7% profitability increase (including inflation beat) in 6 months
- Established cost-effective policies and procedures improving operational efficiency by 10%
- Developed comprehensive staff training program ensuring high standards of customer service across operations

Head of Production, HelloFresh

Helsingborg, Sweden & Copenhagen, Denmark • September 2021 – August 2023

- Led Sweden/Denmark Distribution Center Operations teams (Quality, Health & Safety, Intra-Logistics, Planning, Inventory, Production) with 5 direct reports and approximately 600 employees across double shift structure
- Held full P&L accountability with annual budget of €XXM FY

- Successfully reduced overall cost structure by 12% for FY22 through effective 3PL management and exhaustive vendor negotiations while maintaining operational performance
- Led key operational strategic projects adopting project management best practices with strong team engagement

Production Manager, HelloFresh

Auckland, New Zealand • June 2020 – August 2021

- Held primary responsibility for production operations in New Zealand market
- Successfully led Auckland distribution center through COVID-19 pandemic and steep growth (120% demand increase vs. same period in 2019) with minimal impact on quality and performance
- Conceptualized, planned, and successfully rolled out productivity and production setup initiatives enabling New Zealand operations to scale effectively

Operational Excellence Engineer, HelloFresh

Auckland, New Zealand • August 2019 – June 2020

- Responsible for development and implementation of Operations Strategic projects including continuous improvement, change management, cost optimization, and Operational Excellence training
- Led large-scale and complex improvement projects within and across facilities, coordinating programs with project teams
- Ensured adoption of continuous improvement practices driving improvements in morale, quality, delivery, and cost

Operations Manager, Palfinger

Lisbon, Portugal • September 2017 – May 2019

- Developed warehouse team delivering manufactured equipment correctly, cost-effectively, and timeously in alignment with specifications and quality requirements
- Significantly outperformed business plan and increased customer satisfaction by 35% in 3 months
- Developed and improved operational systems, processes, and best practices ensuring organizational effectiveness with full P&L reporting responsibilities

Product Manager, Barloworld STET

Lisbon, Portugal • April 2016 – August 2017

- Interacted with diverse customer base maintaining excellent communication and customer service standards
- Demonstrated ability to solve complex problems independently and efficiently
- Increased spare parts service turnover by 10% whilst improving operating margins by 5% through effective negotiations with Caterpillar and logistics providers

Project Engineer, Barloworld STET

Lisbon, Portugal • November 2014 – April 2016

- Created innovative database to assist tender proposals, effectively reducing lead times by 50% and positively contributing to buy-rate by 5%
- Developed and improved Excel-based project tender template and created automated internal follow-up streams ensuring stakeholder transparency
- Supported multiple projects involving design and equipment supply in Angola

EDUCATION

MSc Mechanical Engineering

Instituto Superior Técnico, Lisbon, Portugal • September 2006 – November 2014
Major in Applied Thermodynamics • Final Grade: 70/100 • Master Thesis: 90/100

Certifications & Professional Development

- Lean Six Sigma Green Belt Certificate – Six Sigma Academy
- Lean Management and Manufacturing Specialist – Six Sigma Academy
- Manufacturing Operations: Planning, Management & Control – Udemy

KEY SKILLS

- Operational Excellence & Strategic Planning
- Production Management & Manufacturing Operations
- Supply Chain Management & Logistics
- Lean Manufacturing & Continuous Improvement
- Team Leadership & Organizational Development
- Cost Optimization & Financial Management (P&L)
- Project Management & Change Management
- Business Acumen & Strategic Business Planning
- Problem Solving & Analytical Thinking
- Cross-functional Leadership & Stakeholder Management

LANGUAGES

- Portuguese – Native
- English – Fluent
- Spanish (Castilian) – Proficient

INTERESTS

Biking, reading, wine & gastronomy, hiking with family, technology, finance, circular economy principles in manufacturing