



Tiago Pinto

Associate

Tiago Pinto is passionate about helping companies achieve measurable and sustainable sales transformation. Whether he is consulting emerging businesses to become “investor-ready” or coaching sales leaders to implement proven sales processes and methodologies, Tiago remains dedicated to driving results.

By joining ValueSelling Associates, Tiago combines his excitement in building ecosystems with his experience accelerating change in business environments. During the past decade, Tiago has helped over 1,000 people grow their businesses through sales efficiencies and securing funding.

His wide-ranging background includes financial controller for CTT, the Portuguese post; Balanced Scorecard specialist for Novabase, a major Portuguese IT company; HR manager for Altis Hotels; Sales Consultant for Mind Capital, a training company; and Co-founder of Beta-i, a company dedicated to help startups thrive.

Tiago’s enthusiasm for sales began in 2006 while working as a consultant and trainer for Miller Heiman Group. He worked with sales leaders and their teams in the pharmaceutical, distribution and professional services industries, helping them grow revenue in complex B2B market conditions and align their go-to-market strategies with sales processes.

In 2010, Tiago co-founded Beta-i, a consultancy dedicated to fostering innovation and entrepreneurship. A decade later, he grew the company to 60 employees and €3,5m annual revenue, boosting the Portuguese startup ecosystem and creating a Venture Capital culture in Portugal.

Tiago holds an Industrial Engineering degree from the Faculdade de Ciências e Tecnologia (UNL). Based in Lisbon, Tiago plays any sport his body will allow and enjoys showing the world to his two daughters.

Contact:

+351 966 017 280

tiago.pinto@valueselling.com

[LinkedIn](#)

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