

Contact

www.linkedin.com/in/pedroalmeidavc (LinkedIn)
www.pedroalmeidavc.com/ (Personal)
www.pedroalmeidavc.com/blog (Blog)

Top Skills

Strategy
Social Entrepreneurship
Venture Capital

Languages

English (Full Professional)
Italian (Elementary)
Portuguese (Native or Bilingual)
Spanish (Limited Working)

Honors-Awards

Football Tournament
Football Tournament - Gothia Cup
Champion

Pedro Almeida

B2B software VC investor at Armilar
Lisbon, Lisbon, Portugal

Summary

I invest in B2B software applications in Seed and Series A stages in Europe.

I do 1-2 high-conviction investments a year. The rest of my time, I spend with the portfolio companies, helping with go-to-market, strategy, and fundraising topics. Supporting founders is what I enjoy the most. Investing is how I monetize my passion.

Prior to Armilar, I led go-to-market departments at Aptoide, spent 7 years at McKinsey advising companies on Strategy and Marketing & Sales topics, founded an NGO, and invested in startups with my own money as a Business Angel.

Feel free to reach out directly to my email palmeida@armilar.com

Experience

Armilar
Venture Capital Investor
2021 - Present (3 years)
I focus on B2B software applications

Miles in the Sky
Seed Investor and Board Observer
2023 - Present (1 year)
EdTech

WalliD
Board Observer
2023 - Present (1 year)
Web 3 infrastructure

Didimo

Board Observer
2022 - Present (2 years)
Gaming Infrastructure

Amplemarket
Series A Investor
2022 - Present (2 years)
SalesTech

Coverflex
Pre-Series A Investor
2021 - Present (3 years)
HRTech

CASAFARI
Series A Investor
2021 - Present (3 years)
Proptech

Iberian Startup Scene
Newsletter
2020 - Present (4 years)
Highlighting Portuguese and Spanish Startups and Investors. Visit: <https://www.pedroalmeidavc.com/iberianstartupscene/>

Replai
Angel Investor
2020 - Present (4 years)
AdTech

Apres
Angel Investor
January 2021 - 2023 (2 years)
AIOps

Skoach
Angel Investor
2020 - 2023 (3 years)
HRTech

Faurecia Aptoide Automotive
General Manager
2019 - 2021 (2 years)
Portugal

Aptoide
4 years

VP of Strategy and Monetization
2018 - 2020 (2 years)
Lisbon Area, Portugal

Grew in-app purchase annual spending from 0 to 30M€

Board Observer
2018 - 2019 (1 year)

Advisor
2016 - February 2018 (2 years)

AppCoins
VP of Strategy and Business Development
2017 - 2020 (3 years)
Web 3 startup

McKinsey & Company
Consultant
January 2010 - February 2018 (8 years 2 months)
Lisbon Area, Portugal

Led startup initiatives at the Lisbon office.
Advised TMT companies in Europe, Africa and LATAM.

APBA - Associação Portuguesa de Business Angels
Board Member
May 2016 - 2017 (1 year)

Caixa Capital, SCR, S.A.
Venture Capital Summer Investment Associate
July 2015 - August 2015 (2 months)
Portugal

Analyzed investment opportunities in Consumer and Enterprise software spaces
Supported 2 portfolio companies (Codacy and MagniFinance)

Nova Social Consulting

6 years

Advisory Board Member

2010 - 2015 (5 years)

Co-Founder and President

October 2009 - May 2010 (8 months)

Founded the largest pro-bono management social consultancy group in Portugal

Gesventure

Summer Analyst

June 2009 - July 2009 (2 months)

Portugal

Support startups raising funds from Business Angels and Venture Capital funds

Education

INSEAD

Master of Business Administration (MBA) · (2015 - 2015)

Nova School of Business and Economics

Master's degree, Finance · (2008 - 2010)

CEMS - The Global Alliance in Management Education

Master's degree, International Management · (2008 - 2010)

Nova School of Business and Economics

Bachelor's degree, Management · (2005 - 2008)

Università Cattolica del Sacro Cuore

Erasmus, Management · (2007 - 2008)