

Simão Pires - Digital Marketing Hub Director | Worten Portugal

A strategic marketing and e-commerce executive with 10+ years of experience building brand leadership and profitable growth in omnichannel retail. Currently leads Worten's Digital Marketing Hub, driving cross-media campaign strategy, content creation and social media, while partnering closely with Brand, Commercial and Digital teams to deliver integrated impact. Has also led in-house teams spanning SEA, SEO, Social, Programmatic, CRM and Affiliate.

Since joining Worten in 2019, has helped scale both brand and business results by combining performance marketing excellence with strong creative and content execution. Has led integrated campaigns across TV, radio, OOH, digital, cinema, streaming and on-the-ground activations, contributing to sustained growth in digital performance and improved store outcomes. Also built scalable content and influencer ecosystems across TikTok, Instagram and YouTube, creating repeatable formats and creator partnerships designed to deliver reach, relevance and engagement at scale. Under this leadership, Worten has ranked among the most remembered brands in Portugal for three consecutive years.

Previously served as Head of Performance at iProspect Portugal, building a Performance & Analytics team and leading multi-market strategies across 15+ countries. Earlier experience includes consulting at Karma-Network and a Graduate Trainee role at Vodafone Portugal.

Holds an International Master's degree from Católica-Lisbon and a degree in Economics from ISEG, with international experiences in Taipei and Amsterdam.