



João Paixão Moreira

Chief Commercial Officer Corporate (“CCOC”)

Before joining novobanco as Chief Commercial Officer – Retail in June 2024, João Paixão Moreira was a Senior Partner at McKinsey & Company serving, among others, as the leader of the Banking practice for Spain and Portugal and as one of the leaders in the global Risk & Resilience practice.

With an MBA from INSEAD and over 15 years of experience advising financial institutions, João Moreira has significant knowledge and a vast experience helping banks to transform their retail and commercial banking models, digitize customer journeys, enhance capital management and improving productivity.