



Rui Rereira Ambassador / Africa

Rui Pereira brings over 45 years of executive leadership and 36 years of board-level experience. His career spans Africa, the Middle East, and Asia across technology, telecommunications, pharmaceuticals, petrochemicals, and emerging markets—helping business owners and leadership teams turn operational complexity into sustainable growth, stronger governance, and measurable performance.

As Country Manager for EDS in Angola, Rui led major petrochemical clients and technology delivery. He drove the acquisition and integration of a local IT company, building local capacity and supplying specialized project resources for offshore oil exploration platforms—sharpening his ability to manage acquisitions, integrate teams, and deliver reliably in demanding environments. As Head of IT for Africa and Developing Countries at GlaxoSmithKline, he directed technology operations across 27 locations in Africa, the Middle East, and Southeast Asia—overseeing 300+ employees, approximately £200 million in annual capital and operating expenditure, and shared accountability for profit and loss, sales, growth, acquisitions, and organizational alignment. He also served on the boards of six operating companies representing approximately £5.4 billion in turnover.

An Executive Business Coach and Certified Neurodiversity Coach, Rui pairs commercial strategy with a people-first approach. He advises growing organizations on profitability, operational efficiency, leadership development, customer retention, digital transformation, and practical AI strategies—while helping them build inclusive environments where diverse perspectives drive stronger teams and more resilient businesses. Rui currently sits on the boards of three South African companies and one based in Florida, USA.