Mafalda Mota Pinto is the founder and CEO of the company Scoop Portugal.

Mafalda was born in Arouca and lives in Porto, studied languages and worked briefly as a translator in a textile industry, before starting her own project back in 1991. Her natural ability to engage with people, makes her believe that the customer is the single most valuable asset an organization can have, and drives her business in the pursuit of customer driven focus and ideals.

Mafalda was several years in the hotel business, opened the Hotel Forte de São João in Vila do Conde in the year 2000 being one of the most interesting projects in the hotel business in the north of Portugal, sold the business in 2008.

During a short period she was involved with retailer business for the Portuguese brand GLOBE.

In 1998 being the highest point on her career, Mafalda and her team, won the public bid for the supply of the complete uniforms for the biggest Portuguese event – EXPO98

When she is not working in her factory in Famalicão or travelling around the world in search of clients, suppliers or benchmarking, she loves advocating for the importance of social responsibility, sustainability and transparency in the textile supply chain, which lead to her commitment to the Global Compact principles in 2018.

Mafalda has 3 kids and a husband of 32 years, she loves cooking and every year makes her Santiago walk in her search for inner peace.