



Nuno Delicado

Nuno Delicado is SportImpact Director, focusing on **social entrepreneurship, business model innovation, and knowledge creation and management**. With the rest of the SportImpact team, he developed, tested, improved and codified the ***Sport for Life initiative*** for easier international replication, creating the [Sport for Life Manual and Startup Kit](#) and related resources and processes. In particular, he authored all course modules and train-the-trainer methodologies and frameworks.

He also leads the Social & Public Sector practice at Pluris, a negotiation consulting firm, and teaches in the **INSEAD Social Entrepreneurship Programme**, and at the **Lee Kuan Yew School of Public Policy** in Singapore, on topics including negotiation, dialogue, facilitation and social entrepreneurship.

Nuno was previously a **management consultant** with Bain & Company, and earlier with McKinsey & Company. As a consultant, he assisted the top management of large firms in Europe, Latin America, India, and the Middle East, in projects in diverse industries such as financial services, consumer goods, retail and apparel.

Earlier, Nuno led sport development projects for the **International Olympic Committee**, to help create and reestablish the National Olympic Committees of Timor-Leste and Afghanistan. He provided training for capacity building, mediated different interests, and worked with sport federations to meet requirements for international recognition and Olympic Games participation. He also developed **sport marketing projects** for several federations, Olympic Committees and events.

Additionally, Nuno has worked as a **consultant and volunteer with different sport organizations**, including as Training and Development Director of the Portuguese Modern Pentathlon Federation, founder and first president of the Portuguese Association of Modern Pentathlon Athletes, national referee, event organizer, and junior coach. He summarizes his experiences in a [Sport Management Handbook](#) (in Portuguese) and in [SportImpact's reports](#).

Nuno graduated in Physics Engineering at Instituto Superior Técnico (Portugal), earned an **Executive Master in Sport Organizations Management (MEMOS)** from Université Claude Bernard (France), and a **Master in Business Administration** with distinction from INSEAD (Singapore). He also trained in Mediation and Dispute Resolution with the New York University, is a Master Coach of Neuro-Linguistic Programming, and a Certified Thiago Facilitator in **Interactive Training Strategies**.