



Vortexa appoints Pedro Lima COO to accelerate organisational growth and operational excellence globally

- Vortexa appoints Pedro Lima as Chief Operating Officer to drive global growth and operational excellence across its 180+ person team and six offices.
- Pedro brings a proven track record of large-scale transformation and \$1B+ enterprise value creation at leading data-driven B2B SaaS and multinational companies.

29 September, 2025 – London – Vortexa, a leading provider of global energy and freight market analytics, today announced the appointment of Pedro Lima as Chief Operating Officer.

Trusted by traders, analysts and shipping professionals worldwide, Vortexa combines advanced analytics, AI and deep market expertise to deliver insight into global energy flows and freight – helping market participants navigate complexity and make confident, high-value decisions.

Pedro is a transformational leader with a proven track record in data-centric B2B SaaS businesses, multinationals and complex global environments. He has held senior roles at Nielsen, NielsenIQ, and most recently GlobalData, where he led a major growth transformation programme for a 600+ person division. Earlier in his career, he built strategic and financial expertise at KPMG, GE and BCG, before driving business turnarounds, expansions and value creation plans in the technology and services sector.

His achievements include serving as Global Head of Corporate Development at NielsenIQ, where he delivered a \$1B+ value creation plan, supported the company's \$2.7B sale to Private Equity, and led multiple M&A transactions. He holds an MBA from London Business School and has completed executive education at Stanford.

"At Vortexa, Pedro's appointment will enable us to continue to grow and execute fast across a global team of 180+ people in 6 offices around the world," said Fabio Kuhn, CEO of Vortexa. "His experience leading large-scale transformations and unlocking enterprise value will help us further accelerate innovation, strengthen our global organisational footprint, and expand the ways we empower clients to capture opportunities in rapidly evolving markets."

Pedro added: "I am thrilled to join Vortexa at such an exciting stage of growth. The energy and freight markets are undergoing fundamental shifts, and Vortexa is uniquely positioned to provide the transparency and clarity the industry needs. Together, we will scale globally,



deliver breakthrough products, and create lasting value for our clients, partners, and investors.”

Vortexa’s intuitive analytics platform is used by the world’s leading traders, analysts, brokers, charterers and data scientists to understand and act on global energy and freight markets. By combining proprietary data sources, machine learning, and market expertise, Vortexa delivers the most complete view of waterborne crude oil, refined products, LNG and freight movements.

About Vortexa

Vortexa provides market-leading real-time data and analytics for global energy and freight markets, tracking over \$3 trillion in waterborne energy trades each year. By combining human intelligence with AI-powered insight, Vortexa gives traders, analysts, charterers and shipping professionals the clarity to act confidently in complex, opaque markets. Its intuitive web-based platform, powerful API and SDK deliver the most complete view of global crude, refined products, LNG and freight movements. Headquartered in London, Vortexa’s team of 180+ experts spans Geneva, Singapore, New York, Houston and the UAE. For more information, visit www.vortexa.com or follow Vortexa on LinkedIn.