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Regional Sales Manager

Summary of Qualifications

- ✚ Entrepreneurial profile. Career developed in Europe, USA and Latin America in the area of Commercial and Technical Sales.
- ✚ Representation towards foreign industries in order to help and support them realize their potential at the Brazilian and Latin America market.
- ✚ International experience with global work groups; dealing with people from Americas and Europe. Join coordination and development of multi-disciplinary teams and projects from different sectors of the worldwide industry.
- ✚ In the current professional life has created opportunities to interact with people from different cultures in a friendly and respectful way, contributing to a satisfied long-term relationship.

Education

International Executive MBA – 2014

- Vanderbilt University Owen; Global Innovation & Create & Launch new Venture – USA
- FIA, Fundação Instituto de Administração; Emergent mkt & Corporate social Responsibility – Brazil.
- ITAM – Inst. Tec. Autonomo de Mexico; Global Competitiveness & Family Business – Mexico.
- Simon Fraser University; Global Strategy & Cross Cultural Management – Canada

Electronic Engineering Bachelor – Mackenzie University – Brazil (June/2004)

Language Skills

Portuguese (native speaker) / English / Spanish.

Personal Data

42 years old, Brazilian, Married, two children.

International Experience & leaving abroad

- USA / Argentina / Colombia / Chile / Peru / Bolivia / Paraguay / Uruguay: Commercial and technical.
- The Netherlands / Germany / England / France / Belgium: Technical work – 6 months.
- Canada / USA / Mexico: Intl. Executive MBA and International Consulting project – 2 month.
- Australia - New Zealand: Cultural Exchange Program – 6 months.

Improvement Courses

- Coaching - Accredited by IFC (International Coach Federation): in progress.
- Sales Training SPI – USA Sandler methods / 20 hours.
- Core Leader Transformation: Personal & Professional Development Course / 50 hours.
- Leader Training: Personal & Professional Development 70 hours.
- NLP and Sales – Neuro Linguistic Programming / 72 hours / Neurolinguistics National Institute.
- Business Training / Customer Service / 100 hours / SEBRAE.
- Leadership & Motivation / Marketing & Sales / 96 hours / SEBRAE.
- Basic Car Mechanics / 36 hours / SENAI.
- IT: CRM / Tauble / Microsoft Office/ SENAC.

Professional Experience

2018 – actual

Fike USA

Medium size – multinational company - manufactory of safety equipment.

Regional Sales Manager – Latam Southern Cone

- Open and manage new indirect sales channel.
- Manage mix of direct and indirect sales.
- Growth sales and company mkt share on the assigned territory.
- Insure and reinforce local presence of the company.

Main Results

- Successfully match and overpass the quota (double digits growth).
- Marketing penetration on niches.
- Open new distributors and reps to increase the geography covered and company revenue.
- Company' Speaker on Road Shows, Expo and general industry main events.

2015 – 2018

Fike USA

Medium size – multinational company - manufactory of safety equipment.

Regional Manager - Brazil

- Lead the transition and implementation of a new business model; from direct business to manage the territory by representative and distributor (indirect).
- Lead a group of people to conduct the shout down of the existent entity and successfully transition it.
- Develop, train and manage new distributors and reps to cover the entire territory of Brazil.
- Keep promote and growth the sales of the company, insure local presence and support on the top customers.

Main Results

- Successfully implementation of the new business model & reduce the exposure and risk of the organization towards fluctuation / instability of the local market.
- Keep growing and raise profitable business.

2013 – 2015

Fike USA

Medium size – multinational company - manufactory of safety equipment.

Oil & Gas Sales Manager - Mercosur

- Foundation of the Fike`s new business unit (Oil & Gas) in Latin America. Development of the new business unit. Dealing with Private companies and government.
- Develop, evaluated and growth sales. Develop and manage new sales channels (direct and indirect by Reps).

Main Results

- Prove the feasibility of the proposed business model for the unit in Brazil.
- Deep penetration on the market with an expressive sales growth.

2011 – 2013

Fike Latina – Jundiaí, SP

Medium size – multinational company - manufactory of safety equipment.

Sales Engineering

- Development of consultant technical sales for fire alarm and suppression system.

Main Results

- Properly math the monthly sales quota and promoted to a new rule.

2009 – 2011

EBCO – São Paulo, SP

Medium size – National company - commercial representation of international industries at safety / security / and navigational aids (airports).

Sales Engineer - Brazil

- Technical Sales of airport infra-structure and navigational aids equipment. Commercial representation of European / USA Company.
- International purchase of products to resell locally customized solutions.
- Technical consultant. Work close to the end customer (INFRAERO) and engineering groups to driven and guide them into EBCO's products and solutions. Solution based approach.
- Plan and follow up technical visits and training at government and private organizations.

Main Results

- Growing of 30% sales, when compared with the same period of the year before.
- Development of new international partners.

- Built loyalty with national and international companies.

2006 - 2009

Singulus Technologies – São Paulo, SP

Medium size - Dutch-German - company in the segment of optical discs machines and equipment (CD / DVD / Blu Ray Discs).

Service Engineer - Americas

- In USA, lead the international project to develop the new standard for digital media – Blu Ray.
- Execute installations, start up, commissioning and maintenance services in a high technology equipment (industrial mastering machines) among America and Europe.
- Provide solutions, in the field, for all kinds of situations related with mastering equipment.
- After sales support and services. Interacting with customers followed the services provided and made sure that the requests were being met.
- Work in a multidisciplinary team, in order to attempt customers' needs and satisfactions.

Main Results

- Lowered the customer service waiting time from 4 days to 1 day by increasing efficiency in customer support for Latin America.
- Co-coordination of the pioneering project in the USA. Development of a new machine to produce the new format of optical media "*Blu Ray Disc*". Moved to the USA for 5 months.
- Set up training courses and created manuals and methods to be used by the clients.
- Built loyalty with large clients and institutions.

2003 - 2004

Rickson Ind. e Com. de Produtos Eletrônicos – São Paulo, SP

Small size - National electric-electronic company

Trainee in Electronic Engineering

- R&D. Project, development and produced electronic ignitions systems for the Maritime and Motorcycle industry.
- Generated and administrated documents, reports, and process.
- Gained experience in customer service and support.
- Shared the responsibility of managing 20 employees on the production line.

Main Results

- Created and implemented new product line.
- Reorganization of the layout and dynamics for storing files, information, and documents.
- Representing the company as an exhibitor in the São Paulo Boat Show and Two Wheels Exhibit in October/2003.