

EXPERIENCE AND SKILLS

- Several years of experience in marketing, sales, business development and general management.
- Customer services to retail sectors, consumer industry, pharmaceutical, banking, telecom and automotive.
- Sales of market research services, IT, consulting, enterprise systems and solutions;
- People management: sales staff, technical and administrative teams;
- Experience in retail management, shop operation, sales, purchases, and inventory.
- Able to establish close relationships with customers at all levels in different areas.
- Development of marketing and business plans.
- Acts with assignments in *P & L* and operations, "hands on".
- Several years working in USA.
- Fluent in English, native Portuguese and fluent in Spanish speaking.
- Proficiency in Desktop/Web business applications: word processor, spreadsheet, presentation and CAT tool (WordFast Pro).
- Customer-oriented. I seek to understand processes and business needs of my clients to define the best offer that generates customer value and results to the client and to company I work for.

EDUCATION

- Business Administration at FAAP (São Paulo, Brazil) – Marketing and Finance – 1983
- *Business Administration* -University of Kansas (USA) – 1977 and 1978
- Executive MBA - Amana Internacional (São Paulo, Brazil)-1996
- Several courses in managerial training.

PROFESSIONAL HISTORY

INDEPENDENT TRANSLATOR – Business documents (October/2013 to present)

Recent Projects: *credit cards, houseware products, retail stores, cholesterol treatment, on-line travel agency, disposable diapers, baby wipes, language school, mobile phones, chocolate powder, body lotion, pain medication, processed cheese, auto parts, electronic devices, embedded systems, tooth paste, kids cable tv, evaluation of ad campaign.*

FARMA-CERTO (www.farmacerto.com.br) (October/2012 to October/2013)

CRM services to the pharmaceutical industry

Position: Director of Business Development

INDEPENDENT CONSULTANT (June/2008 to September/2012)

Design of continuous analysis of point of sale demand combined with customer behavior in conjunction with BIS (www.biscompany.com.br) and Sense-Envirosell (www.sense-envirosell.com.br)

GfK CUSTOM RESEARCH (www.gfk.com) (July/2010 to November/2011)

Market research firm headquartered in Nuremberg, Germany.

Position: Executive Director of Customer Relations

TATA CONSULTANCY SERVICES (www.tcs.com) (January/2006 to April/2008)

Brazilian branch of largest IT company of India.

Position: Business Relationship Manager

CEGEDIM-DENDRITE (www.cegedimdendrite.com) (January/2001 to October/2005)

Brazilian subsidiary based in France and the USA. Provides sales and marketing solutions (data and applications) for the pharmaceutical market. 70 employees, revenues of USD 12 million per year.

Position: General Manager (Brazil, Argentina and Chile)

GARTNER (www.gartner.com) (September/1999 to December/2000)

Provider of advice and IT trends for decision support

Position: *Country Manager Brazil*

IMS HEALTH (www.imshealth.com) (June/1996 to August/1999)

Provides information solutions to the pharmaceutical and health care market.

Position: *Business Development Manager-Latin America*

NIELSEN (www.nielsen.com) (September/1983 to May/1996)

Provider of information solutions to various industries, consumer goods, telecommunications, media, among others.

Position: *Business Unit Manager – Latin America Decision Support Systems*

Position: *New Products Manager*

Position: *Customer Service Executive*

AUDI-MARKET (January to August 1983)

LEVI's (April to November 1982)

LOJAS BRASILIA (March/1979 to March/1982)
