

RESUMÉ

Forward-thinking Executive in effective and efficient leadership of cross-business areas of the company with a strong focus on Alliances, Marketing & Sales strategies, management experience leading +20 performance-oriented multifunctional professionals'/teams, Digital Marketing Strategies Product Marketing, Marketplaces, GTM business planning, Key Performance Indicators, Martech, Distribution & Channels, cross-industry experience, Analytics, problem-solving, and solution development, with international awards for achievements.

Recognized for influence and for maintaining relationships at all levels of the companies, partners, and customers, among others. Interested in being always up to date with market trends, such as Data Science, Digital Marketing, Diversity and inclusion, and the best practices to guide professionals and improve organizational processes, seeking excellence in individual and business results.

Personality: Advocate (INFJ-A)

CORE COMPETENCIES

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|---|-----------------|
| • Strategic Thinking | • Data Science |
| • Marketing & Sales | • Python, SQL |
| • Leadership | • Analytics |
| • Entrepreneurial mindset | • SaaS |
| • Trilingual: English, Portuguese (BR), Spanish | • Presentations |

WORK EXPERIENCE

Regional Marketing & Sales (US, Central America, Caribbean, and South America)]

Dec/2021 to present

Synology America Corp – Seattle, WA

- Alliances, Distributions, and Channel strategies and business development Campaign Management, Lead Generation, providing technical/business consultation to all ecosystems, etc. developing and maintaining a strong relationship with all ecosystems and stakeholders. Planning and deploying business marketing strategies based on analytics to drive sales campaigns, webinars, events, etc. deploying company solutions (hardware and software - SaaS) combined with people management skills to de-escalate issues and increase the CX and CI.

- After 1 year: **Increase revenue (53% growth) for the region, develop 29 countries, manage 8 distributors (Local and Geo) and +400 SI/VAR, implement Analytical Dashboard (Salesforce) and KPIs.**

Business Consultant

April/2020 to Dec/2021

Self-employed - Orlando, FL

- Representing ABCO (Consultant Brazilian Association) in the US market acting as an **Associate Director**, with a focus on business internationalization, analyzing organizational practices, identifying weaknesses, and recommending solutions. My specializations are Analytics, Digital Marketing strategy, overall management, and GTM (product marketing, sales strategies, and communication).

- Nowadays I am a board advisor, and **head of the ethics international committee**, with three primary functions: education, policy development, review, and cases review. Also, leading the committee for investigating and reviewing any alleged violations of Association rules or any related by-laws by association members, directors, or regional/international boards.

Director of Marketing & Sales

Nov/2018 to Apr/2020

Apek International LLC - Orlando, FL

- Control all operations in the US (revenue management, marketing budget, among others), with the goal of the overall success of the GTM business and execution for retail, IoT, marketplaces, and healthcare, among others, marketing strategy, product marketing, content creation (social media), KPIs reports (dashboards), retail channel marketing, expand the brand marketing as well as product adoption in the US market (using Martech tools as HubSpot), which resulted in +30% on the retail market.

- Faster learner, identified by the US market as an influencer in the segment having **for 2 consecutive years participated with articles in the annual digital signage market census**, selling Solutions in the cloud (SaaS) AI, Digital Signage CMS, and providing market intelligence (analytics and demographic data) with hardware, and software solutions, to increase the customer experience, **built +7 channel sales in the US and Latam and solution presence in +40 countries**.

Manager Director

Feb/2015 to Nov/2018

MFugulin Corp - Miami, FL

- Lead an innovative approach for multi-channel marketers (both digital and traditional/analogic), e-commerce businesses, and marketplaces (B2W, Amazon, etc.), also influence small entrepreneurs in managing businesses, to achieve their goals and **as a result, get a "Top Leaders Magazine award" for Best eCommerce Solution, Achievement and "US/Brazil Leaders Organization Award", of Services and Quality Excellence for +17 new businesses in the Americas in the first year**. Focus on retail and services markets.

Director of Sales & Marketing

May/2013 to Dec/2014

Dassault Systèmes – Sao Paulo, Brazil

- Lead sales and marketing international and remote teams, experience with negotiating partnerships, defining and deploying successful strategies focused on new customers and pre-existing sales with customer-clarified quotes, retail channel management, and programs, product marketing, proposals, frameworks, and GTM business planning & strategies for CPG, manufacture, aerospace, healthcare, etc, reporting to the CEO in France, **adding to local budget +20%**.

- Formulate innovative strategies for company executives and clients to build a foundation for successful sales plans and engage customers through multifaceted approaches, through **+12 trade shows, +18 webinars, and networking (C-Levels)**. Deploying highly technical solutions for PLM, virtual and graphic simulation (Catia, Simulia, Delmia) in the SaaS market **increased the revenue by over +23% over quota**, and the customer governance was awarded President Club Award in Singapore for that.

Senior Channel & Alliance Manager - Aug/2012 to May/2013

Oracle – Sao Paulo, Brazil

- Developed business strategy for B2B to achieve sales target for "Open-Source solutions", recruiting, training, and managing retail channel partners, sales program management, and staff, and implementing a new standard training process reducing in 2 months the go-to-market.
- Created new indicators and remarkable sales processes and Key Performance Indicators, managing a complete lifecycle, which **resulted in 32 new channels, fully trained, in 6 months and a +15% market share in 6 months.**

Marketing Director - Jun/2011 to Aug/2012

Saffi Consulting – Sao Carlos, Brazil

- Advised a market-oriented commercial and marketing team for small and medium-sized companies, offering consulting services, market strategies, product marketing, and content, training executives and entrepreneurs to develop plans for short- and long-term business, marketing methodology, and customer prospecting. **Achievements: +36 workshops/webinars for international executives (level C) and entrepreneurs, 16 webinars, 7 workshops for consultants, Implementing 7 new digital marketing campaigns (SEO, SME, Google Analytics, etc.).**

Alliances & Marketing Manager LATAM

Jul/1999 to Apr/2011

Intel Semiconductors – Sao Paulo, Brazil

- Builds and maintains business executive relationships with Strategic Alliances among Microsoft, SAS, SAP, Oracle, Accenture, etc., sales campaigns, Digital Marketing (Google, social media, ads out-of-home displays), Retail Channel campaigns, Program Management, and Latam Sales and Marketing strategies.
- Building-integrated marketing strategies, ROIs, KPIs, social media, Agency Management, GTM Business planning, research (Gartner, IDC, etc.), and analytics to understand the IT market, created value proposition, content, and assets to influence the decision-making process, and **in 2004 received an international award for creating a benchmarked solution (Intel, Microsoft, Accenture).**
- Lead and manage a multifunctional team in Latin America, to create out-of-the-box marketing and sales strategies for the region, with ISVs and Alliances and received a **Sales Award for the best WW solution adoption (2005), an international award for exceptional leadership, and CoE (2006) for strategic transformation and overachieved results +\$32M.** Spoke person for the region, creating the communication and guidance for specifying the business audience of users and media, **saving approximately 30% of the use of the region's budget and increasing the return on investments (ROI 1:20).**

EDUCATION

Bachelors

- Bachelor of Marketing Management and Research - UNIP - Cotia, BR.
- Bachelor of Computer Science and Programming - UNIB - São Paulo, BR.

Recent Certifications

- Diversity & inclusion in the workplace - ESSEC Business School.
- Digital Media and Marketing Strategies (with Honors) - University of Illinois.
- AWS S3 – Coursera.
- IBM Data Science Certified Professional – IBM (10 IBM Badges).