

PARA INGLÊS LER

ACCOMPLISHED TOP EXECUTIVE, CONSISTENTLY IMPROVING STRATEGIC MANAGEMENT AND DELIVERING RESULTS IN THE RETAIL AND SERVICES INDUSTRIES

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PROFESSIONAL PROFILE

Award-winning top executive with 15+ years of experience and decisive involvement in turning a small regional company into one of the major market players in Brazil with an international presence.

In-depth understanding of the Retail and Service industry, acting as President of the Brazilian ■■■ Association and Vice President of the Brazilian ■■■ Association.

Track record in building and leading teams, managing and engaging Employees, Franchisees, Suppliers, Trade Associations, Government Agencies, Partners and Advisers.

Solid academic experience, focusing studies on Corporate, Organizational and Competitive strategy and teaching classes and lectures at Universities, companies and events.

Areas of expertise:

- ✓ Marketing (ATL, BTL, Digital)
- ✓ Strategic Planning
- ✓ Results-oriented Management
- ✓ Due Diligence and Valuations
- ✓ Investment Management
- ✓ Supply Chain Management
- ✓ Brand and Product Management
- ✓ Organizational Restructuring
- ✓ Mergers & Acquisitions
- ✓ Financial Processes
- ✓ P&L
- ✓ Distribution

Native Portuguese | Fluent English.

PROFESSIONAL EXPERIENCE

COMPANY 1

06/2005 - Present

Leading Brazilian retailer with R\$ 820 MM/y in sales, 8,000 employees, 600 stores in Brazil and 7 in Florida.

Chief Executive Officer

- ✓ Deployed Corporate Governance and professionalized executive management, formalizing agreements between shareholders, deploying the Board of Directors with independent members, recruiting and leading the executive corps.
- ✓ Delivered the first balance sheet audited by KPMG.
- ✓ 20% of sales in 2015 came from products launched during the year with strategies focused on product innovation and new offers.
- ✓ Launched the new brand – ■■■■, reaching R\$ 9 million in sales in 2015 and a forecast of R\$ 15 million for 2016.
- ✓ Renegotiated and improved the efficiency of the distribution and supply chain, reducing COGS (Cost Of Goods Sold) by 4% and keeping the accumulated inflation of inputs well below market inflation.
- ✓ Doubled the company's EBTDA between 2012 and 2015

Chief Financial Officer

- ✓ Deployed the budget planning and answered for the first strategic planning.
- ✓ Planned for the company's internationalization and created the company "■■■■ S.A.", a corporation set up for the capitalization of R\$ 35.5 million with investors to fund the start-up of ■■■■ in Florida.

PARA INGLÊS LER, CURRÍCULO CEO MODELADO – P.2

PROFESSIONAL EXPERIENCE (Cont.)

COMPANY 2 Brazilian investment bank. Financial Analyst	03/2003 – 12/2004
COMPANY 3 Holding company of the ■■■ franchises. Partner and General Manager	02/1998 – 12/2003

ACADEMIC BACKGROUND

Master's degree in Business Administration, focus on Strategy FGV	2010
Master's degree in Strategic Management and Organizational Engineering École Normale Supérieure/France	2006
Specialization in Controlling for Multinationals FGV	2005
MBA with a focus on Foreign Trade USP-FEA / FIA	2004
Specialization in Derivative Markets BM&F	2003
Degree in Law Pontifícia Universidade Católica de São Paulo	2003

ASSOCIATIONS

ASSOCIATION 1 Trade Association that works to protect and develop XXX in Brazil. Represents a sector with R\$ 140 billion in revenues, approximately 3,000 associated chains and 138,000 franchised units. Vice President	01/2017 – 12/2018
ASSOCIATION 2 Institution operating to benefit the entire XXX value chain. Its members are the 36 biggest companies of the segment, representing more than R\$ 60 billion in revenue and 6,000 commercial establishments. President	01/2016 – 12/2017
ASSOCIATION 3 One of the best higher education and research institutes in Brazil. External Evaluation Committee Member	01/2015 – 06/2017

AWARDS

✓ Merit Award - Senac	2016
✓ Top of Mind Brand - Brasilia. ■■■■■■	2016
✓ Lide Entrepreneurship Award. Entrepreneurial company in Marketing	2015
✓ TOP 25 Brazilian Franchising. Outstanding performance in training and engagement	2015
✓ 10 Best Companies in Marketing. ■■■■■■ Magazine	2015
✓ Best Executive of the Year in the Food Service segment. ■■■■ Magazine	2014
✓ Silver Lion at the Cannes Film Festival. ■■■■■■ App	2010