

# João sem Nome e Sobrenome

Rua xxxxx – xxxxx. xxxxx-xxxx - São Paulo - SP  
(11) xxxxx xxxx xxxxxxxxxxxxxxxx@xxxxx.com  
40 years - Married - Fluent English and Portuguese

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## Summary of Qualifications

- Master's degree in Business Administration with a specialization in Strategy from FGV. Focused studies and academic work on the fields of Corporate, Organizational and Competitive strategy. Teaching experience giving classes and lectures at Universities, companies and events.
- More than 15 years of experience in the Retail and Services segment. Decisive involvement in the development of the company XXX from a small regional company to one of the main national players with an international presence. Leads the xxx segment as president of the xxx, the main institution of the industry. In depth understanding of the retail industry, active member of the xxx throughout the years, passing through the ethics committee of the entity. The work leading XXX and the segment yielded the award for best executive of the sector from Xxxx magazine in 2014.
- Experience building and leading teams, managing and engaging relationship networks with Employees, Franchisees, Suppliers, Trade Associations, Government Agencies, Partners and Advisers. Know-how in brand and product management and in the execution of marketing and communication strategies.

## **Academic Experience:**

- **Master's degree in Business Administration Focus on the field of Strategy. FGV. Conclusion - December/2010**

Master's degree. Graduated with distinction.

- Master Management Stratégique ET Genie des Organisations. Specialization in International Negotiations - École normale supérieure /France. Conclusion - January/2006.
- MBA with a focus on Foreign Trade. USP-FEA / FIA. Conclusion - June/2005.
- Specialization in the Controlling of Multinationals. FGV. Conclusion - June/2005.
- Specialization in Derivative Markets. BM&F. Conclusion - December/2003
- Law course of the Pontificia Universidade Católica de São Paulo. December/2003

## **Professional Experience**

**XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX – CEO (06/2012 to date)**

Company of the Retail sector, national leader in Brazilian xxxx. Xxxxx and xxxxxx brands with R\$ 820 million/year in sales, 8,000 employees, 600 stores in 160 Brazilian cities and 7 in Florida - USA.

- **Deployed Corporate Governance and professionalized executive management.** Performed the corporate restructuring, formalized agreements between shareholders, deployed the Board of Directors with independent members, recruited and led the executive corps. **Led the strategic management, redefined organizational structures and deployed results-oriented management.** Delivered the first balance sheet audited by KPMG.
- **Experience in M&A,** leading all stages of the process, such as developing the initial material, drafting the valuation, selecting, presenting and negotiating with investment funds, organizing the data room, due diligence and closing.
- **Implemented the Marketing and Communications planning.** Created activations in retail through product promotions and innovations, seeking to attract, convert, retain and strengthen relationships with consumers by using the most appropriate media resources: ATL, BTL and Digital; **Recognition by the magazine**

xxx, which placed xxx among the 10 best companies in MKT since 2015; **winning the Silver Lion at the Cannes Film Festival 2010** with the xxx app.

- Implemented strategies targeted by channel, category and region. Strategy focused on product innovation and new offers to the consumer. **In 2015, 20% of sales came from products launched during the year.**
- **Market launch of a new brand - Xxxx.** Defined the Brand Name, Brand Positioning, Pricing, Key Visual and Portfolio. R\$ 9 million sales in 2015 and with R\$ 15 million projected for 2016.
- **Managed a supply chain involving R\$ 300 million in purchases.** Renegotiated with the chain of suppliers and improved the efficiency of the distribution chain, resulting in a reduction of COGS (Cost Of Goods Sold) by 4 percentage points. **The accumulated inflation of inputs over the last 4 years was 2%, well below market inflation.**
- **Doubled the company's EBTDA between 2012 and 2015** through new sources of revenue and efficient cost management.

#### **XX SA - CFO. (06/2005 - 06/2012)**

Company of the retail sector, national leader in Brazilian xxx. Xxxxxx and Xxxxxx brands with R\$ 820 million/year in sales, 8,000 employees, 600 restaurants in 160 Brazilian cities and 7 in Florida - USA.

- Responsible for the financial management of the company, reporting results directly to shareholders. Deployed the budget planning and answered for managing the first strategic planning.
- Planned for the company's internationalization and created the company "XXXXXXXXXX S.A." , a corporation set up for the capitalization of R\$ 35.5 million with investors to fund the start-up of XXXXXXXXX in Florida, USA.

#### **XXXXXXXXXX - Financial Analyst. (03/2004 to 12/2004)**

Investment Bank

- Managed a client portfolio. Responsible for attracting investments to be distributed among the various investment funds, which were either managed in-house or by third parties, in addition to direct investments into shares of publicly traded companies.

#### **XXXXXXXXXXXXX Ltda. - Partner and General Manager (02/1998 to 12/2003)**

Managing Company of the XXXXXXXX franchises

- Founder and responsible for the management of 50 XXXXXXXX franchises.

### **Other Experiences**

#### **XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX – Vice President. (01/2017 to 12/2018)**

Trade Association that fights 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.

- After being a member of the Ethics Committee of the association, I was elected as vice president with a mandate for the next two years.

#### **XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX – President. (01/2016 with a mandate until 12/2017)**

Institution operating to benefit the entire XXX value chain, from production to the final consumer. Its members are the 36 biggest companies of the segment, representing more than R\$ 60 billion in revenue and 6,000 commercial establishments.

- **Work focused on studying and mapping the sector**, with a budget of R\$ 1,000,000 per year for research and the creation of economic indicators for the industry. **Strong performance regarding public authorities**, seeking to provide solutions to bottlenecks that plague the productive chain, mainly in relation to labor and taxation issues. Results: millions in profits for the sector through the success in legal cases involving attempts to change fiscal agreements in the municipal and state spheres.

#### **XXXXXX- Member of the External Evaluation Committee (06/2015 with a mandate until 06/2017)**

- Committee responsible for evaluating the executive management of the school and approving the strategic paths defined by the Board of Directors.

## **Awards and Acknowledgments**

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