

PARA INGLÊS LER

SENIOR INSTITUTIONAL AND GOVERNMENT RELATIONS EXECUTIVE WITH A 360° UNDERSTANDING OF THE BRAZILIAN POLITICAL AND REGULATORY FRAMEWORK

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SUMMARY OF QUALIFICATIONS

Seasoned Government Relations and PR Professional with outstanding interpersonal, networking, persuasion, observation and active-listening skills. Extensive experience advancing and protecting the interests of major corporate groups in the Brazilian public-private sphere through a comprehensive grasp of:

- ✓ Strategic Relationship Building.
- ✓ Legal and Regulatory Frameworks.
- ✓ Foreign Trade Rules.
- ✓ Ecosystem of Regulatory Agencies.
- ✓ Political/Regulatory Risk Analyses.
- ✓ Press Relations.
- ✓ Corporate Communications.
- ✓ Investor Relations.
- ✓ Qualitative/Quantitative Research.
- ✓ Public Policy-Making Processes.
- ✓ Tax Regimes.
- ✓ Public Budget System.
- ✓ High-level Negotiations.
- ✓ Political Macro Environment.
- ✓ Digital Media.
- ✓ Crisis Management.
- ✓ Innovation/Knowledge Management.
- ✓ Brazilian Media Landscape.

Ability to build and lead high-performance teams through high-complexity projects, under pressure and/or with tight deadlines, with tangible results and limited investments and/or resources.

General and commercial management experience in some of the most important media and market research groups in Brazil.

Active as member of administrative boards and executive committees since 1999.

Native Portuguese | Fluent English | Fluent Spanish

PROFESSIONAL EXPERIENCE

COMPANY 1 10/2016 – 12/2018 and 09/2019 to date
Global leader in information and communication technology infrastructure and devices.

Institutional and Government Relations Executive

- ✓ Structuring and executive management of the Government Relations area.
- ✓ Co-development of the institutional and government relations strategy of the 'Huawei Public Sector' Business.

COMPANY 2 02/2019 – 09/2020
Chinese multinational, global leader in electronic security technology.

Institutional and Government Relations Executive

- ✓ Structuring and executive management of the Government Relations area.
- ✓ Development of the government relations strategy.

COMPANY 3 11/2009 – 10/2014
British multinational, defense technology, security, detection and critical controls.

Institutional and Government Relations Executive

- ✓ Structuring and executive management of the Government Relations area.
- ✓ Development of the government relations strategy.

GERENTE DE RELAÇÕES GOVERNAMENTAIS- p.2

PROFESSIONAL EXPERIENCE (CONT.)

COMPANY 4 02/2014 – 09/2016
Rede Globo affiliate, largest communication conglomerate in the Brazilian Midwest and North.

Executive Vice President

- ✓ Executive management of 13 companies in 3 states (DF/GO/TO).
- ✓ Restructured and led one of the most significant economic results of the communication industry in Brazil in the decade.
- ✓ Winner of the IMNA Global Media Awards.

COMPANY 5 10/2010 – 01/2014
French publicly-traded multinational, 3rd largest global market research company.

Managing Director

- ✓ Executive management of the company in Brazil.
- ✓ Led and consolidated a turnaround after 5 years of successive losses, repositioning the company among the most profitable in the world.
- ✓ Conceived dozens of high-complexity researches.
- ✓ Publisher of the yearbook 'Marplan 50 years'.

COMPANY 6 05/2009 – 06/2010
Traditional Brazilian communication group, publisher of the newspaper 'O Estado de S. Paulo'.

Director of Digital Media

- ✓ Responsible for the leadership, strategy and economic consolidation of the group's digital initiatives in Brazil.
- ✓ Restructured and repositioned the family of "Estadão" digital products and brands, multiplying the audience by 5x with significant economic results.

COMPANY 7 06/2005 – 05/2009
Largest business conglomerate in the sports market in Brazil and Latin America.

Marketing Director

COMPANY 8 04/2004 – 06/2005
Pioneering company in the provision of free internet access in Brazil.

Commercial Director

COMPANY 9 11/1999 – 06/2003
Largest Brazilian online content, digital services and technology company.

Advertising Director and Administrative Director

Previous experience as entrepreneur/executive in the technology industry between 1993 and 1999.

ACADEMIC BACKGROUND

Executive MBA, Government Relations 2021
Fundação Getúlio Vargas

Specialization, Public Tenders and Administrative Contracts 2018
Laureate International Universities

Degree, Politics and International Relations 1993
University of Edinburgh

Stanford University Continuing Studies: How to Think Like a Futurist (2018); The New Economics of Disruptive Technologies (2017); Go-to-Market Strategies and Tactics for Entrepreneurs (2016); Value Investing (2014); The Innovation Process (2012); Strategic Leadership (2010).