

PARA INGLÊS LER

COMMERCIAL, MARKETING, PRODUCT DEVELOPMENT AND BUSINESS MANAGEMENT PROFESSIONAL
WITH EXTENSIVE EXPERIENCE IN THE CHEMICAL TEXTILE INDUSTRY

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PROFESSIONAL PROFILE

Business Development Manager with strategic experience in large chemical multinationals in the textile industry, consistently improving marketing and sales performance in alignment with the objectives for all of Brazil and Latin America through a comprehensive grasp of:

- ✓ B2B Markets
- ✓ Target Definition
- ✓ Product Management/Development
- ✓ Market Research
- ✓ Marketing Strategies
- ✓ Product Portfolio Management
- ✓ Negotiations with Customers
- ✓ Analysis of New Business Opportunities
- ✓ Raw Material/Plant Feasibility Studies
- ✓ Strategic Planning
- ✓ Sales Channel Management
- ✓ Cost Control
- ✓ Feedback & Training
- ✓ Supplier Development
- ✓ Pricing
- ✓ P&L
- ✓ Roadmap Definition
- ✓ Product Launches

Experience managing technical, sales and marketing teams.

Solid technical background in the chemical processes of the textile industry.

Native Portuguese | Advanced English | Advanced Spanish | Basic Italian

PROFESSIONAL EXPERIENCE

COMPANY 1

2013 - Present

Large Chemical multinational.

Business Development Manager – Latam | Head of Co-producers (2019 – present)

- ✓ Managed the Technical and Regional Marketing teams for Latam.
- ✓ Managed and developed business for Co-producers.
- ✓ Developed and implemented strategies aligned with the global objective.
- ✓ Managed portfolios and maintained the profitability of the business unit.
- ✓ Coordinated and defined strategies for Latin America.
- ✓ Responsible for the marketing and introduction of the new products
- ✓ Managed research and study plans for the development of products and processes.

Competence Center Manager – Latam | R&D Coordinator (2013 – 2019)

- ✓ Technical Manager for the customers in the region.
- ✓ Provided support to the negotiations of the Commercial team (Pricing).
- ✓ Managed and developed business involving the line of surfactants, chelators, enzymes, optical brighteners and chemical auxiliaries, with revenues of approximately U\$ 20 million annually.
- ✓ Coordinated the accounts of large industrial groups (ex: Santista-Tavex, Vicunha and Coteminas), focusing on increasing business opportunities and profitability with the sales force.

PROFESSIONAL EXPERIENCE (CONT.)

COMPANY 2 2001 –2013

Large chemical multinational.

Technical Expert (2009 – 2013)

- ✓ Responsible for the Pre-Treatment Business Line, made up of the surfactants, sequestering agents, enzymes, and optical brighteners.
- ✓ Technical Manager of the accounts of companies in the textile industry (ex: Santista-Tavex, Vicunha Coteminas, Cedro & Cachoeira) focusing on increasing opportunities and profitability.

Account Manager (2004 – 2009)

- ✓ Commercial manager of customers in the region of Minas Gerais, Espírito Santo, Rio de Janeiro.
- ✓ Increased sales by around 80%.
- ✓ Developed and implemented the marketing and commercial plan for the region in conjunction with the sales team.
- ✓ Provided technical support to the preparation, bleaching and finishing areas in knitwear and flat fabrics.
- ✓ Provided technical support to the dyeing areas with direct, reactive, sulphureous and dispersed dyes in semi-continuous and continuous depletion processes.

Sales Engineer – Business Unit | Key Player – Sanitized products (2001 – 2004)

- ✓ Developed products (optical brighteners) for different market segments and managed accounts in the textile market.
- ✓ Provided technical support to the preparation and bleaching areas of the cotton and synthetic segments for both the depletion and continuous processes.
- ✓ Developed the antimicrobials market for the LATAM region.

ACADEMIC BACKGROUND

MBA - Business Management and Product Development

Escola Politécnica da USP

Degree in Chemical Engineering

Escola de Engenharia Mauá

INTERNATIONAL EXPERIENCE

- ✓ Germany - 2002 (Clariant International) - Training in optical brighteners, sequestering agents, enzymes and surfactants (3 months)
- ✓ Switzerland - 2002 (Sanitized)- Training in antimicrobials (01 month)
- ✓ Barcelona - ITMA 2010 - Speaker and exhibitor
- ✓ Asia (Singapore, China, India) 2013 - Global alignment of the strategy, portfolio and technology transfer (2 months).
- ✓ Asia (Bangladesh and Pakistan) 2020 - in-house "Best Sales Practices" Workshop.