

INTERNATIONAL SALES & MARKETING EXECUTIVE

– Expertise in global business with deep-rooted experience in cultural, economic and political affairs in Latin American and European countries –

Strategic sales and marketing specialist who was instrumental in helping to build a world leader in analytical instrumentation that provides turnkey solutions for quality control and energy monitoring systems. Grew a product portfolio from 1 to 8 and created a global presence spanning 30 countries within 5 years.

Despite formidable economic and political circumstances, penetrated markets in Brazil and Argentina. Forged key alliances with German based manufacturers that generated over \$8 million in sales in 2 years. Known for ability to cut through red tape and to negotiate win-win outcomes.

Rock solid experience in product development and new product launches for emerging technologies. Combine knowledge of engineering, research and analysis, with strategic marketing and sales management to deliver superior products worldwide.

Fluent in English and Spanish and conversant in German, Portuguese and Italian. Extensively traveled to over 30 countries and exceptionally respectful and appreciative of diverse cultures and viewpoints.

Unique path of professional development and tenacity to succeed – rose from humble beginnings in a third world country, progressing through a multi-faceted career into executive roles in global sales and marketing.

AREAS OF EXCELLENCE

- Market & Competitive Analysis
 - Customer Relationship Management
 - Distribution Channel Management
 - Strategic Marketing
 - Product Positioning
 - Start-ups & Turnarounds
 - New Product Planning
 - Business Development
 - Sales Training & Leadership
 - Operational Management
 - Strategic Alliances
 - Contract Negotiations
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PROFESSIONAL EXPERIENCE

LEANDER CORPORATION, Boston, MA 2000 to Present

World leader in analytical instrumentation serving energy and pharmaceutical industries.

Vice President of International Sales

Oversee 60+ representatives internationally with full accountability of all marketing initiatives. Travel extensively to support sales teams; negotiate with distributors and customers, and provide quotes. Present seminars globally; prepare white papers, ROI documents and marketing collateral. Develop forecasts, conduct SWOT analyses and plan sales cycle globally. Attend trade shows and advise on product enhancements.

Select achievements:

- **Fueled international sales growth by 50% in 5 years,** igniting sales from one operation from 0 to \$4M in 1 year by energizing and turning around sluggish sales teams.
- **Built up product portfolio from 1 to 8 and helped to forge the company’s niche as a leader in a unique market** by launching innovative campaigns, applying new sales strategies and helping to identify new products.

Continued...

Vice President of International Sales, Continued

- **Transformed underperforming operations in countries that bolstered revenue increases from 20% to 100%** consistently by analyzing metrics, refining product development plans and implementing new market strategies.
- **Improved customer satisfaction, sales team performance and overall sales** by organizing international training seminars and executing corporate culture changes to strengthen key relationships.
- **Minimized risk exposure globally and ensured continued expansion** by carefully assessing political, economic and cultural trends internationally, and implementing proactive measures to address potential threats.

HERNANDEZ & ASSOCIATES, Hopkinton, MA

1990 to 2000

Exclusive representative of oil and gas instrumentation manufacturers in 12 countries globally.

Chief Executive Officer

Started up a company that became exclusive representative to global manufacturers of analytical instrumentation used in quality control and research for industries including petroleum, mining, and commercial laboratories. Oversaw all functional areas including finance, staffing, marketing, operations and international business affairs. Sold off company in 2000 to pursue an opportunity within a larger and more global organization.

Select achievements:

- **Built a company from scratch to a robust \$4 million enterprise** and expanded to 8 global locations by bringing new products to market and forming strategic distribution channels.
- **Strategically positioned company as consultants and service providers** that helped sell more products. Landed important contracts with companies such as Petrobras and Canico Resource. Exclusive contract with Carra Instruments resulted in penetration of lucrative market in oil refinery sector.
- **Fostered a strong ownership mentality amongst employees and retained top-notch employees** by soliciting feedback, researching benefit plans and introducing attractive benefit programs.
- **Retained robust profitability margin for 10 years** by monitoring cash flows, eliminating unnecessary costs and conducting financial forecasts.
- **Created a strong brand equity amongst customers** by offering incentive programs and continuously fine tuning customer service and support.
- **Penetrated new markets and sustained continued growth** despite highly volatile and risky environments.

INSTRUMENTATION SOLUTIONS, Sao Paulo, Brazil

1986 to 1990

Pioneer in spectrometer instrumentation, serving 6 countries in Latin America and Europe

Sales Director (1988 to 1990)

Managed a team of 20 engineers and 15 sales representatives. Set product development goals, quotas and pricing. Coached and mentored sales team, and collaborated with internal teams to retain existing customers and develop new client base. Created expense, operating and forecasting budgets. Organized technical seminars.

Select Achievements:

- **Launched the first mobile petroleum analysis spectrometer to Latin American market** in 1989 after working closely with engineers on product development specs.
- **Consistently exceeded sales margins by 40% annually for 2 years and maintained product leadership position** by rolling out effective, targeted marketing plans.

Continued...

Sales Director, (Continued)

- **Entered new markets and sustained steady annual revenue of 5%** despite highly volatile and risky business climate in Latin America.
- **Negotiated long-term contracts with key government entities** that strengthened company presence in 6 critical geographies.

Product Manager (1986 to 1988)

Worked with sales, marketing and application departments on products for quality control in fields of metallurgy, petroleum and polymers. Helped in lead generation, sales planning and customer relationship management. Conducted market research and launched new products; played key role in strategic planning.

Earlier Career:

ARLINGTON CORPORATION, Product Development Specialist
BRASILO LTD., Engineer
SCHLUMBERGER OILFIELD SERVICES, Field Technician
VERITAS DGC, Roustabout

EDUCATION & TRAINING

BOSTON UNIVERSITY, Boston, MA
MBA with an emphasis in International Business, 2001

NORTHEASTERN UNIVERSITY, Boston, MA
BS in Business Administration, 1992

UNIVERSIDADE CENTRAL DE BRASILIA, Sao Paulo, Brazil
Mechanical Engineer (BS in Mechanical Engineering), 1980

PROFESSIONAL AFFILIATIONS

American Marketing Association
International Sales and Marketing Association
Academy of International Business, AIB
American Society of Mechanical Engineers, ASME
Brazil Society of Engineers
Latin American Business Organization
