

PERSONAL DATA

João Eurico de Aguiar Lima

Brazilian, married, 53 years old, no children

Lives in Recife, PE (available to move)

SCHOOLING

Computer science - Institution: UFPE - PE - Brazil – bachelor's degree - Conclusion: 1989

Financial management – Institution: UCB - DF - Brazil – bachelor's degree - Expected completion: 2019

LANGUAGES

English: Advanced (full fluency)

Spanish: intermediary

Portuguese: native language

Main qualifications

Strong performance in the commercial area of complex/consulting sales ranging from technical characteristics of the product to aspects of the client's business. Strong performance in the sale of equipment of very high cost that requires financing by private or public funding. Experience in the management of sales teams for complex solutions with strong leadership and proven results with customers all over Brazil in several different segments. Leadership, coaching and team development skills with excellent team formation capabilities. Extensive knowledge and experience in multinational company management with direct reports to headquarters outside Brazil.

PROFESSIONAL EXPERIENCE

HBL – Medical equipment representative – Jan/2018 - Dec/2018 – Product Consultant for the Minolta line of medical imaging hardware and software.

Edax Ltda - oct/2016 - sep/2017 (national manufacturer of hospital management software) - Head of Sales and Marketing

Carl Zeiss of Brazil Ltda - dec/2012 - sep/2015 – (renowned microscopy company) Regional Sales Manager Northeast - Microscopy Division – light, laser, electron, ion and x-ray microscopes.

Procenge - may/2005 - nov/2012 (Manufacturer of ERP and business management solutions with customers all over Brazil) – Product specialist

Elógica - feb/2004 - mar/2005 (Software manufacturer for commercial automation, business management, human resources and internet services) – Head of sales and Marketing then Director of the Human Resource software management business Unit

Sena Informática - Jun / 2003 to Feb / 2004 (Manufacturer of business management software for insurance companies) - Manager of the Recife Branch

Fastbee do Brasil - Jun / 2002 to Jun / 2003 (subsidiary of Inter.Net American broadband internet access provider)

Interdotnet do Brasil - May / 2000 to Jun / 2001 (American multinational internet services provider) – Manager of business development, promoted to CTO

Terasoft - Feb / 1992 to July / 1998 (brazilian ERP manufacturer, a Grupo Moura subsidiary) - Managing partner

Grupo Moura Baterias - jun / 1989 to Jan / 1992 (Largest automotive battery manufacturer in Latin America) - IT Manager

SUDENE - jun/1985 to dec/1990 – (Governmental agency for development of Northeastern region) – System Analyst

IBRD – jan/1986 to dec/1988 – (International Bank for Reconstrucion and Development AKA World Bank) – Local staff in charge of IT.

Overall experience by capacities (from top managerial to operational)

- Strategic business planning and development. At: Edax, Terasoft, Elógica. As a member of committee at Procenge, Sena, Grupo Moura, HBL Minolta.
- Selection, recruitment and hiring of the commercial team composed. At: Edax, Terasoft, Carl Zeiss, Elógica, Grupo Moura, Sena.
- Sales strategic planning and management for the full sales process including: suspecting, prospecting, sales funnel, commercial proposal model, sales contracts and post-sale evaluation script (farming). At: Edax, Terasoft, Elógica, Carl Zeiss, HBL Minolta
- Training of sales team and other professionals involved in the sales process. At: HBL Minolta, Edax, Terasoft, Elógica, Carl Zeiss, Sena
- Key account management. At: Edax, Terasoft, Carl Zeiss, Elógica, Sena.
- Implementation of various CRM software solutions (Pipedrive, Hubspot, Bitrix24, Zoho). At: HBL Minolta, Edax, Carl Zeiss, Terasoft, Sena.
- Participation in events in the hospital area to attract new clients. At: HBL Minolta, Edax, Procenge, Carl Zeiss, Terasoft.
- Elaboration of promotional material and product presentations for customers. At: HBL Minolta, Elógica, Edax, Terasoft
- Survey of competitors and similar products. Competitive analisys: HBL Minolta, Edax, Carl Zeiss, Procenge, Elógica, Terasoft, Sena
- Setup of office for new operations. At: Edax, Terasoft, Procenge (Ribeirão Preto Office), Carl Zeiss (entire northeast regional), Elógica (São Paulo Office), Terasoft (from ground up and São Paulo office), Inter.Net and FastBee (as legal representative in Brazil).
- Establishment of network of representatives and business alliances. At: Edax, Terasoft, Carl Zeiss (2 new representatives), Elógica.
- Conduction and negotiation of strategic businesses with values greater than EUR 1 million, notably high value products and services. At: Carl Zeiss, Procenge, Terasoft, Inter.Net, Elógica

- Conduct, influence and follow up of bids, public announcements and public procurement processes. At: Procenge, Carl Zeiss, Terasoft, Elógica.
- Pre-sales technical support for advanced line up of products. HBL Minolta, Carl Zeiss, Procenge, Elógica, Terasoft.
- Monitoring and supervision of own and outsourced sales force. At: Carl Zeiss, Elógica, Procenge, Terasoft
- Implementation of BI for Carl Zeiss Brazil on Proteus ERP platform
- Support for implementation of BI for Carl Zeiss of Brazil on the platform SAP R3
- Implementation of CRM Pipedrive software for Carl Zeiss do Brasil
- Business report creation and update to HQ. At: Procenge, Inter.Net, FastBee, CarlZeiss
- Participation in numerous meetings with the product managers of Carl Zeiss' various factories around the world such as Germany, England, the United States and China.
- Leadership of the sales team exercising motivation. At: Edax, Procenge, Elógica, Carl Zeiss, Terasoft
- Support for translating promotional material and product descriptions. At: HBL Minolta, Carl Zeiss, Inter.Net, Elógica, FastBee, Terasoft
- Lectures at several research institutions all over Brazil and abroad. At: HBL Minolta, Carl Zeiss (mainly for research institutions), Procenge, Elógica, Terasoft
- Presentations in English for executive teams from abroad. At: Carl Zeiss, Terasoft, Inter.Net, FastBee.
- Preliminary survey of adherence of ERP and software products to prospective customer. User stories, use cases, ect. At: HBL Minolta, Edax, Terasoft, Procenge, Carl Zeiss (imaging software used with microscopes)
- Pre-sales product presentations for Human Resource and Payroll software: Edax, Procenge, Elógica, Terasoft.
- Pre-sales product presentations form Manufacturing and Industrial floor plan management: Procenge, Terasoft.
- Specialization in sales of ERP, Payroll and HR, Industrial Management and Logistics. At: Elógica, Procenge and Terasoft
- Sales of integrated solutions for application software, systems software, hardware platforms such as servers, routers, LAN infrastructure, mobile computing and integration of all components of the solution. At: Elógica (.com business unit), Procenge and Terasoft
- Elaboration of tender documents and influence on bids. At: Carl Zeiss, Procenge, Terasoft, Sena, Elógica, HBL Minolta
- Creation of material in several languages to promote products and services abroad. At: Procenge, Terasoft, Inter.Net and Fastbee. In minor extent at Carl Zeiss too.

- Drafting of whitepapers related to the success stories of products and services. At: Procenge, Terasoft, Elógica, Carl Zeiss
- Defense of georeferencing products for agriculture and logistics. At: Procenge
- Presentations made in English for foreign clients.
- Presentations made in Spanish for foreign clients
- Sales of WAN network equipment (routers, fiber optic links, copper, satellite and radio). At: Elógica, Inter.net and Fastbee
- Creation and launch of datacenter services including Virtual Host Interface (Linux-based virtual server). At: Elógica and Inter.net
- Renegotiation of inherited old contracts reclaiming profitability. At: Elógica, Procenge, Carl Zeiss
- Hiring of outsourced facilities services. At: Edax, Inter.Net, FastBee
- Negotiation of wholesale contracts of very large broadband access for ISP. At: Fastbee, Inter.Net, Elógica
- Consolidation of the 10 access providers that formed Interdotnet do Brasil
- ERP software development company in partnership with Grupo Moura Baterias. At: Terasoft
- Computerization of the then 44 Moura Group companies with standardization of integrated systems, interconnection of the distributors network, connection between the 11 Moura Group manufacturing and administrative units
- Assembly of the hardware and software infrastructure, with Grupo Moura being one of the first business groups to use local computer networks in Pernambuco.
- Training of the IT management team that would succeed me.
- Development of integrated management system including accounting, finance, billing / sales, inventory, tax and logistics. At: Procenge, Terasoft, Edax

As an Independent Consultant - 05/2002 - to the present

ICT management consultant, in parallel work while at Procenge

- Consultancy for Grupo Fernandes Vieira (hospital chain)- Integration Lotus Notes and SAP / R3 (second half of 2002)
- Consultancy for Grupo Fernandes Vieira (hospital chain) - Integration of the WPD system into SAP / R3
- Consultation with Aqualíder (Fernandes Vieira Group, shrimp reproduction laboratory) - Restructuring of IT and Microsiga ERP selection area (December 2002)
- Consulting to Hope Group (oftalmological hospital chain)- Restructuring of the ICT area, selection of network infrastructure and servers, implementation of WPD integration + ERP Piramide (1st half of 2009)

- Consultation with the FAV - Altino Ventura Foundation (non-profit chain of oftalmo hospital and clinics)- Restructuring of the IT infrastructure, selection of hospital management software, drafting of equipment acquisition announcements (servers, stations, routers, local area network), draft parliamentary amendments for infrastructure acquisitions. (2nd half of 2009)
- Crisis Management - Hope Group - Emergency coordination after HOPE network collapse caused by massive virus invasion and widespread hardware failure (1st half of 2010)

As an independent Project Manager - 05/2009 - to the present

Project Manager and instructor, in parallel to the work at Procenge

- PMI / PMBOK Training - For PMP certification process
- MS-Project + PMBOK Instructor at Interdata Courses
- Instructor Primavera Project Management at Interdata Courses
- MS-Project Instructor for Marquise Consortium - Pecém Ceará.
- Primavera P6 Project Management consultant at SWS Engenharia e Montagem while at Petrobras Abreu e Lima Refinery Vapor Generator refurbishing (3 months long project).

Achievements

I was a businessowner, manager and director of multinational company installed in Brazil. I have been a sales professional since 1992 when I founded Terasoft, an enterprise in which Grupo Moura Baterias was a partner. Most recently I served as director of sales and marketing for EDAX, a national manufacturer of hospital management software. Previously, I worked as a Northeast regional manager at Zeiss. I worked as Procurement sales consultant, performing the integration between the commercial area that sold the ERP, the development area that made it and the deployment area. As an independent consultant in parallel, I supported ERP selection, hardware / software infrastructure, assembled teams of managers for clients. I participated in strategic planning for most of the companies I worked for.

Training and education

PDG - Manager Development Program: Manager Training and Training Initiative - March to September 2012

Introduction to Finance - University of Michigan (Coursera) - May to October 2012

Financial Management - Universidade Católica de Brasília - in progress

Oracle Sales Championship - Oracle - December 2007

Qlikview Sales Pitch - Qliktech / Business Intelligence - December 2011

GENERAL OBSERVATIONS

- Extensive knowledge of processes and techniques of the systems development cycle.
- Domain of the deployment cycle of goods and services in the area of Information Technology

- Accustomed to results-oriented work with achievements in various areas.
- Leadership of teams with great capacity to motivate subordinates.

I focus on new business development and have a talent for reversal of critical situations. With vast experience and right posture to handle senior executives at client companies. I renegotiated deficit contracts, reversed customer dissatisfaction, expanded billing within the installed base.

I am available to travel and I know 24 of the 27 states of Brazil with business connections in practically all of them.

Last Salary: R \$ 10,000.00 fixed (plus benefits) and commission averaged around R\$ 6,000.00

Salary Pretension: Fixed salary of R\$ 10,000.00 (plus benefits) plus some form of variable remuneration linked to results