

Luciana Rennó

Presales Engineer / Application Engineer / Solution Engineer

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SUMMARY

Experienced Sales Engineer with over 13 years in advising customers on the best solutions, delivering product demonstrations to both technical and non-technical audiences, leading cross-functional teams and managing multiple projects simultaneously. Proven track record in specifying solutions, supporting RFI/RFP/RFQ processes, and managing fiber optics projects across LATAM. Expertise includes optical networks, data center infrastructures, GPON/FTTx technologies, hands-on experience in Proof of Concept (PoC), various fiber types, Optical Distribution Frames (ODF), Racks, fiber connectors, copper cable, optical cable.

SKILLS

Proficient: Problem Solving, Communication Skills, Technical Presentations, Team Collaboration, Customer Relationships, Critical Thinking, Adaptability, Customer Requirements, Salesforce CRM, Customer Experience, Tableau Reader, ERP system (SAP B1 Item Master Data), Customer Onboarding, GPON, FTTx, Phone Calls, Time Management, OneDrive, Customer-facing, Outside Plant construction (OSP), Inside Plant construction (ISP), Telecom Industry, Technical documentation, Fiber Test Results, Product Demonstration, Productivity, Autonomous.

Intermediate: Leadership of Multidisciplinary Teams, Product Lifecycle, Product Roadmap, Product Management, Portfolio Optimization, Datacenter, Siemens Teamcenter PLM, Quotation Process, B2B/B2C customers.

Beginner: Project Management, DWDM, CWDM, Product Cost Analyses, Bitrix24, Qualyteam DOC, Optical Transport, Metro Dark Fiber, Long-haul Fiber, Marketing.

PROFESSIONAL EXPERIENCE

Senior Presales Engineer (Application Engineer)

Furukawa Electric LatAm, Curitiba, BR – Remote

12/2020 to Present

I began as a Product Manager at Furukawa and worked in that role for a year and a half. Due to my knowledge and previous experience with customers, I was quickly invited to join the presales engineering team.

Core Responsibilities:

- Provided technical support to customers, identifying needs and developing customized solutions.
- Developed and presented product demonstrations to potential clients.
- Led cross-functional teams to develop new products based on customer feedback.
- Responsible for pre-sales activities, directly engaging with Carriers and Internet service providers.
- Prepared technical documentation and specifications for customers.
- Answered to RFI/RFP/RFQ processes and conducted training on products and technical solutions.
- Acted as a Project Manager, coordinating multiple departments to meet deadlines.
- Created a thorough training session for our sales and technical teams, improving their knowledge of GPON and FTTx technologies.

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- Led the development of an efficient process for sending product samples to clients, ensuring quick delivery and cutting down on time spent by the involved teams
- Created and maintained detailed product documentation, including specifications, technical drawings, and user manuals.
- Invited by company directors to lead a team to increase sales of a new product in the portfolio.
- Assisted the marketing team in product promotion.

Key Technologies and Tools: GPON, FTTx, Datacenter, Salesforce CRM, Data analysis tool (Tableau reader), Microsoft Suite (Word, PowerPoint, Excel, Outlook, OneNote), Microsoft Teams Classic, Oracle Fusion Cloud, Microsoft Windows, Bitrix24, Siemens Teamcenter PLM, Qualityteam DOC, OneDrive, B2C, B2B

Senior Presales Engineer (Application Engineer)

Huber+Suhner, São José dos Campos, BR – On site

May/2013 to Oct/2020

Core Responsibilities:

- Conducted fiber optic pre-sales activities across Argentina, Brazil, Chile, Colombia, Paraguay, and Peru.
- Translated customer needs into appropriate product applications, ensuring competitive and profitable solutions.
- Calculated costs and prices for projects, supported RFI/RFP/RFQ analysis, and assisted with solution designs.
- Acted as Product Engineer, creating BoMs, purchasing specifications, and defining Common MERCOSUL Nomenclature (NCM).
- Developed partnerships with local resellers in Chile and Paraguay, opening new business opportunities.
- Managed projects, coordinating deliveries across various departments to meet deadlines.

Key Technologies and Tools: SAP BI ERP system (Item Master Data), Microsoft Suite (Word, PowerPoint, Excel, Outlook, OneNote), Microsoft Skype, Product Data Management SAP PDM, Microsoft Windows,

EDUCATION

Bachelor's Degree in Electrical Engineering (Telecommunications)

Instituto Nacional de Telecomunicações “INATEL” — Santa Rita do Sapucaí, MG, Brazil

01/2005 to 12/2010

Electronics Technician (Telecommunications and Industrial Automation)

Escola Técnica de Eletrônica Francisco Moreira da Costa “ETE FMC” — Santa Rita do Sapucaí, MG, Brazil

01/2001 to 12/2003

CERTIFICATES/COURSES

English Course

SNT International College, Bournemouth, England

07/2009 to 07/2010

LANGUAGES

Portuguese: Native / **English:** Advanced / **Spanish:** Advanced