

IRAJA RIBEIRO



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Sales / Energy Efficiency / Data Sciency



Marketing and Sales Experience, Energy Efficiency Expert, Expertise in Economic Evaluation, Financial Modeling, Digitalization, Data Science Analysis of Energy Consumption / CO2 with algorithm developments.

An Innovative Executive with 30 years of experience in technical development issues, oriented to commercial deployment B2B, technical management of projects in Energy Efficiency, Sustainability and New Business Development.

EXPERIENCE

Klüber Lubrication **Global Technical Manager - Energy Efficiency** **Munich - Germany** **2002 - 2024**

Built know-how and worldwide multiplication of new business 'energy efficiency' projects within the Company on a global scale. Ensure good and solid development followed the implementation of projects with sales increase.

Strength partnerships and relationships with customers.

Conduct technical seminars and training for field sellers.

Approach and Sales

Supervise and coordinate teams involved for each project phase, since prospect visits, approach, assessment, audits, and reports.

Mathiesen do Brasil **Application Engineer** **Sao Paulo - Brazil** **2002 - 2000**

Project marketing and deployment of industrial raw materials, such as PEG, and mineral oils for paint industries, pharm and others.

Akzo Nobel -Tintas Coral- **Product Development Engineer** **Sao Paulo- Brazil** **1991 -2000**

Product Development and Sales of industrial coatings for industrial segments, such as Wood and Furniture, Home Appliances, Consumer Electronics, and Metallurgical -Installation and development of equipment for well succeed application.

Development and prospect for new business (focus on special paints with PU, UV, POM ...

LANGUAGES

- English (Fluent)
- Germany (Basic)
- Spanish (Advanced)
- Portuguese (Native)

EXPERTISE

- Management & Leadership
- Innovation
- Business Development
- Marketing
- Negotiation
- Critical Thinking
- Energy Efficiency



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SKILLS SUMMARY

Active Direct Sales	<div><div></div></div>	95%
Business Strategy B2B	<div><div></div></div>	81 %
Energy Efficiency	<div><div></div></div>	85%
Data Sciency Analysis	<div><div></div></div>	81 %
Account Management	<div><div></div></div>	81 %
Innovation	<div><div></div></div>	80%
Office	<div><div></div></div>	80%
Python	<div><div></div></div>	50%
Leadership	<div><div></div></div>	80%
Teamwork	<div><div></div></div>	80%
Critical Analysis	<div><div></div></div>	90%

ACHIEVEMENTS

- More than 1 Thousand of Energy Efficiency and EPC projects
- Leadership (~100 projects /year)
- Generated reduction of carbon emission of more than 40.000-ton CO₂/ year
- Provided annual Energy Savings of 110 GWh or customers
- Sales Generation (fresh turnover)– 30 Million Euros/year (CAVG 18% past 5 years)

EDUCATION

·**Chemical Engineering**

(Escola Politécnica -USP – Graduated at 1999)

·**MBA – Marketing and New Business Management**

(FIA -USP – 2004)

·**MSc – Renewable Energy and Energy Efficiency**

(Escola Politécnica -USP – 2008)

·**Expert in Energy Efficiency and Renewable Energy**

(PECE -USP – 2012)

· **Certifications from AEE**

(Association of Energy Engineers -USA)

CMVP –Certified Measurement & Verification Professional

(2014)

CEM – Certified Energy Manager (2018)

EXTENSION

·FIA 2104 – Freudenberg Innovation Award – Winner - Biggest pride to innovative ideas in a group

·Innovation& Entrepreneurship – Fundacao Dom Cabral (FDC)

·Kluber Innovation Championship 2008 – Winner with “Carbon Credits Project “

·Value Selling -INSPER -SP

·Corporative Finance – FGV

·Plastic Injection & Molding – IPT.