

Leonardo F. Luiz de Souza

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SALES AND MARKETING MANAGER

Commercial Executive, customer relationship management, and B2B sales, with experience in large national and multinational chemical and petrochemical companies.

Professional with over 20 years of experience, working in B2B sales management at major companies such as Birla Carbon, Eastman Chemical, Braskem Petrochemical, and Dupont Chemical.

Strategic account management for companies like Cromex, Ampacet, Heubach, WEG, Sherwin Williams, Valspar, Axalta, Akzo Nobel, Pirelli, Bridgestone Firestone, Tipler, Henkel, HB Fuller, Huntsman, Nestlé, Hershey's, Arcor, etc.

Extensive experience in implementing commercial policies, performance management, and contracts, and in executing strategic projects in partnership with distributors to drive revenue growth and profitability.

Implementation of pricing projects with market research, competitor analysis, alternative products, substitute products, complementary products, and raw materials.

Responsible for establishing a new sales department with a 100% hunter approach, seeking new opportunities and industrial equipment projects.

Management of commodity order portfolios for the food industry as well as the chemical sector, overseeing the competitive intelligence department.

Strategic account management with a focus on specialties, introducing products to new markets, and creating value propositions by identifying target clients and executing complex projects.

International experience includes travel to the USA, Peru, and Mexico (sales meetings and seminars), Colombia (trade show participation), and Argentina, Chile, Uruguay, Bolivia, and Paraguay (client calls).

Areas of Expertise

- B2B Sales
- Business Development
- Client Prospecting
- CRM
- Strategic Sales
- Relationship Management
- Strategic Planning
- Market Analysis
- Marketing Campaigns
- Team Management
- Sales Closing
- Digital Marketing
- SEO and SEM
- Team Leadership
- Competitive Intelligence

Professional Experience

Regional Sales Manager – South America

Birla Carbon do Brasil - Feb/2018 – Present

Report to the Director of Sales Americas - Key Accounts - Management of key accounts in various market segments, Plastics, Coatings, Paints, Niches, Rubber, accounts such as Cromex, Ampacet, Clariant, Axalta, Sherwin Williams, SunChemical, Cooper Standard, Techseal, Zanaflex among others.

- Responsible for prospecting new accounts, such as Clariant, Siegwerk, etc., achieving a 300% increase in Contribution Margin over five years.
- Secured new commercial deals with key accounts, resulting in a 250% volume increase over five years.
- Successfully launched a new product, delivering over 2,000 tons in the first year.
- Implemented a new distribution policy, negotiated new contracts, and developed a distribution performance evaluation methodology.

Key Account Manager - Intermediates - Brazil

Eastman Chemical Brazil - Sep/2013 to Mar/2016

Report to the Director of Sales Latam - Key Accounts - Large accounts across various market segments such as resins, polyurethanes, adhesives, paints, human nutrition, animal nutrition, flavors and fragrances, beverages, agrochemicals, including accounts like WEG, Akzo Nobel, Henkel, Axalta, Sherwin Williams, among others.

- Achievement through the consolidation of strategic information, scenario preparation, and communication with the global team for the Latin American resin segment.
- Revision of contracts with major accounts resulting in a revenue growth of US\$ 200,000/year. Implementation of a distribution policy involving contract renewals and the creation of a methodology for monthly, quarterly, and annual performance evaluation.
- Project to increase sales volume through local stock with a profitability of US\$ 350,000/year.

Account Manager - Specialties - Hydrocarbon Resin - Brazil and Argentina

Braskem Petrochemicals - Jul/2011 to Sep/2013

Reporting to the Specialty Manager, responsible for overseeing the activities of sales analysts.

- Managed hydrocarbon resin accounts in Brazil and Argentina, serving rubber, adhesive, and paint markets, as well as distribution management in two countries, with key accounts including Pirelli, Firestone, Fate, Henkel, 3M, HB Fuller, Akzo Nobel, and Sherwin Williams.
- Developed a project to increase sales volume for the rubber segment in distribution in Brazil, focusing on value proposition and partnership with distribution for increased reach, yielding a return of \$600,000/year.
- Implemented a project for hydrocarbon resin deployment, an additive in the PVC segment, involving globally innovative applications, including testing, value proposition creation, target market evaluation, and customer prospecting with a turnover of \$200,000/year.
- Created a pricing methodology for the hydrocarbon resin order portfolio, conducting comprehensive market studies, analyzing direct competitors, complementary and replacement products, and raw materials.

Account Manager - Specialties - Fluor Chemicals - Brazil

Dupont Chemical Brazil - April/2008 to July/2011

- Responsible for managing accounts for fluorine specialty chemicals across various business units and market segments:
- Aerosol propellants (paints, cosmetics, household products, lubricants, etc.);
- Foam expansion agents (polystyrene and polyurethane);
- Chemical glass treatment (beverage, pharmaceutical, and cosmetic packaging);
- Firefighting agents (sales of fire prevention systems);
- Specialty solvents (metalworking, electronics industry, among others);
- Sterilizing agents (surgical equipment, major clients: Aercamp, Huntsman, Owens Illinois, White Martins, Sherwin Williams).
- Certified Six Sigma Green Belt, leading a competitive intelligence project on fluorinated chemical products to allocate resources due to restrictions imposed by the Montreal Protocol. Generated revenue of \$300,000/year;
- Implemented a distribution project for fluorine chemical products in the refrigeration market, evaluating 100 distributors to increase revenue and profitability by proposing a new approach and relationship between Dupont and distributors, resulting in a revenue increase of \$500,000/year;
- Responsible for consolidating strategic information, scenario development, and communication with the global team for the chemical glass treatment and specialty solvents segment in Latin America.

Additional Experience

Sales Engineer - Quality Control and Equipment Inspection

Sunnyvale Representação - Jan/2006 to Sep/2007

Copersucar - Aug/2002 to Mar/2005

Junior Sales Technician (2004 to 2005)

Sales Technician Internship - (2002 to 2004)

Education

- Sales Management - FGV (São Paulo) 2010
- Certified Business Administration in Business Management - IBMEC (São Paulo) - 2004
- Chemical Production Engineering - FEI (São Bernardo do Campo) 2001

Languages

- English - Fluent
- Spanish – Fluent

Courses and Other

- Six Sigma Green Belt Certification