

JULIANE WÜRZ

Business Development | Commercial Intelligence | Market Development | Pet Industry

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PROFESSIONAL SUMMARY

Commercial professional with a solid background in market development, business generation, and commercial intelligence within the pet industry and mid-to-large corporate environments. Combines strategic vision, strong client relationship management, and data analysis to support decision-making, optimize results, and drive sustainable growth. Extensive experience supporting sales teams through KPI monitoring, commission validation, and cross-functional data integration using Power BI, Advanced Excel, SAP, and Tableau.

PROFESSIONAL EXPERIENCE

Distrital Distribuidora – Business Development Representative / Multi-Brand Sales Representative (2025 – Present). Market development in the pet industry representing PremierPet, Progato, Elanco, and Petfit. Client portfolio management, commercial negotiations, performance monitoring, and territorial expansion.

Novavet Distribuidora – Business Development MSD (Pet Line) (2024 – 2025). Strategic growth of MSD's pet portfolio, opportunity identification, relationship management, and support for product launches including Bravecto 365.

Grupo Tigre – Senior Business Analyst (2022 – 2024). Analytical support to sales leadership, commission validation, KPI tracking, executive reporting, and cross-department data integration.

Vendi – Business Planning Analyst (2021 – 2022). Strategic planning support, performance analysis, and internal business communication.

Beneficiamento de Peças Albano – Financial Analyst (2016 – 2021). Accounts payable/receivable management, cost analysis, and financial process optimization.

Hyundai Motor Brasil – Sales Consultant (2015 – 2016). Consultative sales, full-cycle management, customer retention, and after-sales relationship building.

EDUCATION

Financial Management – UNOPAR (2016–2018) | Financial Planning – UNOPAR (2015–2017) | Applied Mathematics – UNOPAR (2015) | Accounting Technician – CEDUP (2009–2011)

CERTIFICATIONS & SKILLS

CPA-20 (ANBIMA) | CORE-SC & CRA Active Registration | Power BI | Advanced Excel | SAP | Tableau | QuickBooks | Performance Indicators, Commission Structures, and Commercial Intelligence

LANGUAGES

English – Intermediate