

## Contact

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## Top Skills

Market Intelligence

Market Research

Business Intelligence (BI)

# Luiz Fernando Nunes Gonçalves

Market Intelligence Manager  
Jaraguá do Sul, Santa Catarina, Brazil

## Experience

WEG

23 years

Market Intelligence Manager  
May 2023 - Present (1 year 10 months)  
Jaraguá do Sul, Santa Catarina, Brazil

Lead a high-performing team in overseeing and driving the development of the following critical processes:

Competitive and Market Intelligence Platform: Establishing and managing of a comprehensive Competitive and Market Intelligence Process. Creating a pivotal in continuously monitoring and conducting in-depth analysis of our strategic markets and competitors. Collaborate closely with the highest management level our businesses areas to provide valuable insights into the dynamic landscape of our strategic markets and support the assessment of risks and potential new business opportunities.

Business Intelligence Platform: developing and maintaining an advanced, integrated, centralized, and standardized reporting system. This system provides to company's management access to crucial company performance data, market trends, and economic indicators. Ensuring that the management is equipped with the essential tools needed to make informed decisions.

Strategic Planning Coordination: Play a pivotal role in coordinating the company's strategic planning review projects. This involves overseeing the planning and execution of these initiatives to ensure alignment with our corporate objectives. Helping the businesses areas to establish a robust monitoring system to track progress and facilitate continuous improvement in our strategic planning processes.

Provide invaluable support to the Board by conducting thorough scenario analysis to guide strategic decision-making.

Additionally, our team is responsible for executing ad-hoc studies and projects as requested by the Board of Director across various areas of the business.

#### **Head Of Strategic Planning**

December 2016 - September 2023 (6 years 10 months)

Brazil

Lead a team in the development of the following processes:

- Competitive and Market Intelligence Platform: responsible for monitoring and analyzing the company's strategic markets and its competitors. Also support the Board in monitoring the company's strategic markets and analyzing potential new businesses.
- Business Intelligence Platform: develop and maintain an integrated, centralized and standardized reporting system for the board with company performance data, market data and economic data.
- Strategic Planning Coordination: coordinate the company's strategic planning review projects, maintain a monitoring system and support the board with scenario analysis.

Also carry out adhoc projects requested by the company's Executive Presidency in various areas.

Main achievements performed:

- Coordination of three projects to review the company's Strategic Planning.
- Intelligence coordination and support in four acquisition processes
- Coordination of three new business strategic planning projects for the company.

#### **Competitive Intelligence Analyst**

December 2014 - November 2016 (2 years)

Brazil

Reporting directly to the company's Marketing Board and Executive President, I was responsible for monitoring and analyzing the company's strategic markets and its competitors.

Among my attributions, I keep up dated reports about company's competitors and their strategic positions, I was responsible for analyze potential new markets and supporting the Board with information about our markets and new markets.

It also carries out adhoc projects requested by the company's Executive Presidency in various areas.

#### **Market Analyst**

February 2012 - November 2014 (2 years 10 months)

Brazil

Reporting directly to the board, I was responsible for monitoring and evaluating potential acquisition targets. Among my attributions, I evaluated the strategic fit of the selected targets, their financial performance and their technology (products and production).

Among the achievements, I prepared an acquisition plan for a new positioning in the Chinese market and mapped potential targets in the Chinese territory for industrial electric motors.

#### Global Account Manager

March 2011 - November 2014 (3 years 9 months)

Managing global customers through implementing strategies and actions for strengthen businesses relationship, resulting in the improvement of sales figures;

Main activities:

- Negotiation of strategic proposals;
- Identification of business opportunities;
- Establishing of global agreements;
- Strategic plan and activities for global key customers;
- Development of global relationships;
- Management of Key Performance Indicators and management reports;

Other activities:

- Development of new products for specific industrial applications.

#### Sales and Application Enginner - WEG Int. Division – Asia Pacific Dep

September 2009 - March 2011 (1 year 7 months)

- Preparation of technical/commercial offers and technical support for branches in Singapore, China, New Zealand, Australia and Japan for high and low voltage motors. Further integration of offers of motors, control panels and transformers;

- Development and launching of new lines and product coodenation in Asia Pacific Market.

Results:

- Launching of new of low voltage motor in south corean market;
- Launching of line of permanent magnet motor in Asia Pacific market;

#### Sales and Application Enginner – Asia and Middle Weast Department

September 2007 - September 2009 (2 years 1 month)

- Coordenation of market belonging to WEG branch in Singapore;

- Preparation of technical/commercial offers and technical support for branches in Singapore, China, New Zealand, Australia and Japan for low voltage motors and engennered motors;

- Responsable for launching coordination of new lines.

Results:

- Coordination of launching of W22 line in Australia;
- Visit WEG Singapore Pte – Ago/2008 a Set/2008;
- Training development and implementation for WEG Singapore team;
- Visit of customers in Singapore and Malaysia.

Senior Engineer – Industrial Motor Engineering Department

July 2002 - August 2007 (5 years 2 months)

Design projects for special low voltage motors; Process developments for special products; Research and development for electrical motor applications.

Implementation project for Chinese engineering department:

Responsible for department structure;

Chinese team training;

Production evaluation;

Suppliers development in China.

Trainee

2002 - 2003 (1 year)

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## Education

FGV

Executive MBA, Business Administration and Management, General · (March 2022)

Universidade Federal de Uberlândia - UFU

Third, Electrical Engineering with emphasis on Electronic · (1997 - 2002)