
MARCELLO CYRINO GARCIA

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OBJECTIVE

BUSINESS DEVELOPMENT & SALES MANAGEMENT

SUMMARY OF QUALIFICATIONS

- Strong experience in the sales, commercial & mkt departments at companies from different sectors.
- Background on Retail, B2B, B2C, Governmental tenders, representatives & distributors management.
- Development of innovative interface for customers-suppliers contracts as a solution provider.
- Relationship and networking in all levels of organizations from c-level to operational.
- Full expertise on developing new markets and prospect business opportunities around the world.
- Success on developing commercial & marketing campaigns with aggressive goals and budgets.
- Optimize internal and external process in order to achieve outstanding results with costs reduction.
- Great performance when facing new challenges, great intuition and logical reasoning.
- Leadership & Entrepreneur spirit supported by great teamwork, coach and partnership.
- Motivation, dynamism, creativity and pro-activity.
- Focus to overcome goals and maximize profitability.

EDUCATION

- Graduated in Electrical Engineering – Sao Paulo Engineering University – FESP
- MBA Executive Management – Armando Alvarez Penteado Foundation – FAAP

COMPLEMENTARY COURSES

- Administration, Economy & Marketing – Itaú Bank – SP
- Business, Sales & Marketing – High Technology Solutions – MYDATA Automation – SWEDEN
- International Marketing, Negotiation & Strategy – MYDATA Automation – USA
- Finance for non-financial Executives – ESPM – SP
- Project Management – Catho Courses – RJ
- Photovoltaic Technologies PV – Federal University of Santa Catarina – SC
- LEED Certification & Green Building Projects – GBCB (Green Building Council Brazil) – SP
- EHS, IT, HR, Accounting, Finance, Legal, P&L, Compliance, etc.– GE General Electric – RJ, USA
- Salesforce.com – web training at Dover web training center and HQ – USA

LANGUAGES

Fluent in English and Spanish

EXPERIENCE

- Sep/2015 – Mar/2016** ORPAK Systems Ltd (Israel)
(Lead supplier of end-to-end solutions fully automated for commercial fleets, fuel retail, home base, mining, mills, etc.)
- Business Development & Sales Executive / report to the Latin America VP
 - . Responsible to start Orpak's operations in Brazil
 - . Develop Strategic Planning / Build sales and commercial strategies and policies.
 - . Introduce Orpak to key selected customers and large accounts like JSL Logistics, Ipiranga (Ultra Group)
 - . Hire, train and support sales and technical channels in the country.
- Jan/2014 – Jul/2015** OPW, a Dover Corporation company (USA)
(Global lead supplier at retail and commercial solutions for fueling, handling, storage and environmental protection solutions worldwide. Automation systems HW & SW, technical services and aftersales)

- Sales & Marketing Executive (15 direct reports) / report to the Global VP
 - . Responsible for all business units and all lines of products: Strategies, Marketing, Sales, Aftersales.
 - . New commercial policies / New sales team profile (internal & external) / Aggressive goals
 - . Q1 2015 x 2014: +11.4% Revenue, +9.2% Backlog, +8.6% Bookings, +125% Ebitda
 - . Q1 Act2015 x Plan2015: +7.9% Revenue, +2.2% Gross profit, +306% Ebitda, 16.4% SG&A savings . .
 - . Member of the Director's Council of Abieps, the industry largest association of Latin America.
 - . Member of ABNT/CEDAC (Brazilian Standards Association), being leader of committees to create and revise standards and laws in order to better regulate the market in benefit of the society.

Sep/2011 to Dec/2013 WAYNE, a GE Energy Business (General Electric Corp – USA)
(Global lead manufacturer of dispenser and pumps used by the largest global oil companies, gas stations, garages, and others. Automation systems HW & SW, technical services and aftersales)

- Latin America Sales Manager – (04 direct reports) / report to the Latam VP
 - . Rewarded with “GE Above & Beyond Award” for outstanding performance in 2012.
 - . Responsible for Automation Solutions & Parts division in Latin America including Brazil.
 - . Restructured Parts division through strategic action plan and aggressive goals w/ 5% growth in 2012.
 - . Created new policies looking for expressive and sustainable sales growth in the mid-long term.
 - . Hired new sales channels which represent 20% of the national market, bringing 15% sales growth.
 - . Introduced the new Automation Division developing sales strategies, marketing plan, hiring new sales channels, installers and technical contractors. Got expressive sales results through strategic alliances.
 - . Trained sales channels to introduce new products and technologies in Brazil and Latin America.
 - . Actively participated in the global committees at Wayne and GE to review and build policies/procedures.
 - . Member of the Director's Council of Abieps, the largest association of Latin America.
 - . Member of ABNT/CEDAC (Brazilian Standards Institute), being leader of committees to create and revise standards and laws in order to better regulate the market in benefit of the society.
 - . Actively participating at GE-GGO (General Electric - Global Growth Operations) introducing and supporting projects on Automation solutions, Renewable Energies, Lighting, LED, Photovoltaic, Electrical Vehicles, CNG, Water Treatment Solutions, Sustainability solutions.

May/2005 to Nov/2010 ZEPPINI Industria & Comercio S/A (Brazil)
(Latin America lead manufacturer of environmental protection products for the global oil companies, gas stations, garages and others)

- Global Sales Manager (16 direct reports) / report to the Managing Director
 - . General management of the commercial department, Brazilian channels, exportation and 2 new divisions.
 - . Developed the international presence through new distribution network in over 70 countries worldwide.
 - . Achieved 50% annual increase in exportation revenue since 2005.
 - . Increased 15% market share and raised 13% net profit in 2008/09 in the national market.
 - . Responsible for all “major accounts” – international and national major oil companies – Petrobras, Ipiranga, Shell, Esso, Chevron Texaco, Repsol, ALE, Pemex, Terpel, Copec, Ancap, others.
 - . Responsible to establish a subsidiary in Miami (USA): sales office, hired people, agents, sales & technical channels, contracts, managed the warehouse to attend Central America, Caribbean and south of USA.
 - . Developed aggressive business plan to sign global agreements with the major oil/energy companies.
 - . Developed new projects interacting all regional sales channels resulting in 30% global sales increase.
 - . Responsible for Water Treatment & Renewable Energies divisions: developed innovative projects & solutions.
 - . Sold the first Photovoltaic (PV) project to BR-Petrobras the largest national energy company (top 10 of the world), which brought a huge media coverage globally. Also Water Treatment Solutions for hydrocarbon separation and car wash applications.
 - . Developed and sold projects through Brazil and Latin America introducing PV and Water Treatment solutions.
 - . Created marketing strategies to show the benefits of renewable energies and water treatment solutions like: environment protection, ROI, institutional image, end customers positive perception, etc.
 - . Participate in governmental entities to build new legislations for Photovoltaic Energy in Brazil and to create new standards for Water Treatment Solutions.
 - . Member of associations: GBCB (Green Building Council Brazil) and CBS (Sustainable Constructions in Brazil)
 - . Responsible for largest exhibitions like: NACS/PEI (USA), Automechanika (GER), PetrolWorld Forum (Asia).
 - . Speaker in several international events in many countries (spanish and english).

May/2001 to Apr2005 GILBARCO Brasil Equipamentos S/A

(Licensed from the north american Gilbarco Inc, global lead manufacturer of equipments / systems / automation / services, used by global oil companies, gas stations, garages, and others)

- Business Development Manager / Automation Division Manager (25 direct reports) / report to the CEO
 - . Responsible for all “major accounts”, negotiation, sales and project management for the international and national major oil companies – Petrobras, Ipiranga, Shell, Esso, Chevron Texaco, Repsol, ALE, others.
 - . Through strategic alliances consolidated company's position as the preferential supplier in the major accounts, increasing 60% market share in the corporative market.
 - . Developed a strategic business plan for the retail market (regional oil companies and smaller groups) with new representatives and regional distributors increasing 120% the market share in the retail.
 - . Increased 200% the representatives and distributors network all over Brazil in the automation division.
 - . Increased 35% medium rate the sales in the automation division per year.
 - . Responsible for the first sales to Carrefour which was exclusive customer of the largest competitor.
 - . Management of a 25 people team: sales people, technicians, software analysts, financing, accounting.
 - . Trips to China, USA and Europe looking for new technologies, strategic alliances and participation in the largest fairs of the sector: NACS/PEI (USA) and Automechanika (GER).
 - . Trips all over Brazil and Latin America for new business opportunities and to appoint reps / distributors.
 - . 2004: signed big contracts which exceeded the forecast of that year.
 - . 2005: signed a contract of US\$ 20 million with Petrobras which represented over 40% of the year forecast.
 - . Member of the Director's Council in the Brazilian Manufacturers Association – ABIEPS.
 - . Speaker in events and workshops all over Brazil and other countries as well.

Jun/1998 to May/2001 ENVOY IMP. COM. REP. LTDA

(Representative for North Americans, Europeans and Asians manufacturers of SMT equipment & solutions for industrial automation; Representative from European manufacturers for the automotive industry and auto parts industry)

- Sales & Marketing Manager / Key Accounts Manager (05 direct reports) / report to the Sales Director
 - . Winner of the Top Sales Award for 2000/2001 against over 30 representatives around the world.
 - . Negotiation and management of conflicts among “local customers X international suppliers”.
 - . Developed projects to reduce importation costs (non national similarity), as well as international financing lines, resulting in 55% increase on sales and 38% in the market share.
 - . Several trips for training and international events in USA and Europe looking for new technologies, new strategic alliances, as well as full support to the principals when visiting Brazil for meetings and presentations.
 - . Participated in the largest international fair APEX (USA), where identified and signed new representations that brought outstanding results through “worldwide agreement” with multi-nationals with subsidiaries in Brazil.
 - . Those actions represented 95% increase in the annual revenue by the end of my 2nd year in the company.
 - . Responsible for establishing the subsidiary in Amazon, which increased 70% sales & profit over there.

Jun/1993 to May/1998 TOPLINK-NEXTEL TELECOM LTDA

(Nextel Representative in Brazil & Motorola dealer, working in the Telecom business: Trunking, Cell phone, Pager / equipments and services)

- Sales Supervisor (10 direct reports) / report to the Sales Manager
 - . Responsible for 25% increase in sales through the implementation of new techniques of previous evaluation of each customer needs, and then adequate our offer to accomplish customer's expectations.
 - . Identified and signed the contract with a very strategic customer “Shop Tour” (TV merchandising) that resulted an outstanding business and free merchandising on TV, which increased 70% the annual revenue.
 - . Increased 40% sales and new business in my 1st year in the company.
 - . Increased 50% the annual revenue and 60% the net profit after my 2nd year.
 - . Trips to USA and Europe looking for new technologies, new products and professional development.

Feb/1988 to Jun/1993 BANCO ITAÚ S/A

(Bank Institution)

- Systems Analyst
 - . Participated actively in the analyst's team that idealized and developed a revolutionary system named “Administrative Work Station” (current Itaú Bank Line), which revolutionized all internal processes, building an on-line and real-time communication channel between – Customers / Bank Agencies / Bank Head Office.

PERSONAL INTERESTS

High Technology solutions, Renewable Energies, Sustainability, Sports, Music, Volunteering.