

# Kleber Jose Cabrini

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## OBJECTIVE

Sales and Operations Management positions.

## HIGHLIGHTS

- Over twenty years of experience in business management focused on sales performance, budgeting and controlling, supply chain operations, new business development, team management, and negotiation processes in private and public sectors.
- Proven analytical solid profile, with pragmatic knowledge of profit margin management, regional and national product performances, and supplier partnerships.
- Bilingual in English and Portuguese, and an advanced user of Excel.

## WORK EXPERIENCE

### Sales Representative (Canada)

**Oct 2024 - Present**

FD Wow Food Inc.

- Sales of the Company's product (Cheeses and Derivatives)
- Prospecting for new customers
- Tastings for consumers in supermarkets
- Supervision of Tasting Team in Supermarkets
- Holding of Farmer's Market
- Participation in Business Fairs (SGF, for example)
- Construction of Product Cost Spreadsheets

### Chief Executive Officer (CEO) - Brazil

**Jan 2022 – Present**

Seikou Business Management

*Sao Paulo, Brazil*

- Managing business consulting for small, medium, and large clients, especially for tire suppliers.
- Administration of the hiring process: recruitment, selection, training, and retention of salespeople for tire dealers.
- Definition of key performance indicators (KPIs) for the sales team, with challenging and achievable targets.
- Development, implementation, and control of a variable remuneration system for an external sales team.
- Strategic recruitment, training, and retention of retail store managers.
- Redefinition of KPIs of targets for five tire retail stores.

- Substitution of existing ERP for a more evolved and modern system.
- Record sales of tire dealers in 2022, when compared to 2021 performance, in 397 cities.
- Record in-store sales in 2022 after recalibrating targets and restructuring existing KPIs.
- Record sales of services in retail stores in 2022 vs. 2021.

### **Director of Operations (Dairy Industry)**

**Jan 2020 – Dec 21**

ZD Food S.A.

*Marilia, Brazil*

- Responsible for the commercial, industrial and supplying areas in milk collection.
- Active leadership of more than 200 multifunctional professionals.
- Coordination of milk purchasing process from farmers and other industries; milk processing in the industry; sales and shipment of the products to customers.
- Turnover reduction in the management team for more than 15 years.
- Experience in UHT filling line startup.
- Experience in reducing industrial structure (downsizing) in one strategic unit, with the closure of cheese production without loss of talents and with improvement in factory efficiency.
- Transfer of cheese production from one factory to another unit, quitting the old operation, reducing costs and optimizing the output.

### **Sales Manager (Dairy Industry)**

**May 1994 – Dec 2019**

ZD Food S.A.

*Marilia, Brazil*

- Responsible for sales and logistics areas.
- Active leadership of more than 50 professionals.
- Management of the sales, offering support to develop the skills of representatives.
- Actions to strategically manage product margins.
- Definition and monitoring of targets for representatives and staff.
- Growth of sales volume of dairy derivatives of the gondola with higher added value (cheeses and butter):
  - + 70% of price average growth from 2018 to 2020;
  - + 350 % of production growth, from 20 tons to 94 tons, from July/2018 para July/2019;
  - + 70% of production growth, from 96 to 166 tones, from November/2019 to November/2020.
- Monitoring profit margin per client, targeting commercial investments.
- Exceeding monthly and annual targets, exceeding budget forecasts each year.

## **EDUCATION**

**Bachelor's in Business Administration**

**2015-2018**

*Faculdade de Administração e Ciências Contábeis de Tupã (FACCAT) – Brazil*

## OTHER CERTIFICATES IN BRAZIL

- Feedback Techniques Based on Nonviolent Communication (*Casa Firmamento, 2020*)
- Black Belt and Green Belt (*RL Associados, 2019*)
- Oratory Training and Communication Techniques (*Cecília Lima, 2018*)
- Strategic Negotiation and Conflict Management (*INSPER, 2017*)
- Sales Management and Leadership – Team Development, Management and Leadership for High Performance (*Paideia, 2014*)
- Negotiation – Strategies, Tactics and Techniques (*CIESP, 2006*)
- Production, Planning, Scheduling and Control (*CIESP, 2006*)
- Calculation and Management of Industrial Costs and Formation of Sale Prices (*Moraes Cursos e Representações, 2005*)

## VOLUNTEER AND OTHER ACTIVITIES

### Lions Club

*Herculândia, Brazil (1998-2021)*

- President of the club for several years
- Regional Chairman