

# Rubens Kuhn

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Berlin, Germany

## EXPERTISES

Marketing & Sales: 20 yrs  
New Market Development: 20 yrs  
C-Level Negotiation: 15 yrs  
Team Building & Leadership: 10 yrs  
Branding: 10 yrs  
Project Management: 10 yrs  
Product Development: 10 yrs  
Strategic Marketing: 10 yrs  
Digital Marketing: 6 yrs

Pioneer Spirit, Social Drive,  
Intercultural Competence,  
International Outlook

## ACADEMIC BACKGROUND

**International MBA** (Masters)  
IE Business School - Madrid, Spain

**Chemical Engineer** (B.Eng.)  
UFPR - Curitiba, Brazil

## LANGUAGES

English - fluent business  
German - fluent business  
Portuguese - native  
French - fluent conversation  
Spanish - fluent conversation

## RELEVANT COURSEWORK

Over 12 flagship courses:  
Introduction Leaders, ILP Coach and  
Head Coach programs;  
Self Expression & Leadership, and  
SELP Coach programs;  
The Communication Curriculum and  
Team Management & Leadership  
Sep 2008 - Dec 2021  
Landmark Worldwide / Vanto Group  
London, Berlin and Rio de Janeiro

# Head of Marketing

## CAREER HIGHLIGHTS

- 20 years of pioneer market development, establishing new businesses and premium brands across Europe and Latin America
- 10 years leading cross-functional teams in complex international projects
- Entrepreneur and founder of two successful start-ups that deliver new products and processes
- Author of two books rated five stars on Amazon
- Fluent in five languages, worked in 30 countries, lived mostly in six

## MOST RELEVANT PROFESSIONAL EXPERIENCE

### Head of Marketing, Co-Founder

2016 – 2023

Vida em Duas Rodas

Berlin, Germany

- Headed all marketing & sales initiatives, with 30 experts in five different teams, from online advertising & social media, to local trainers and R&D
- Created a paradigm-shifting motorcycle training program: 40% faster 80% certification rate in 29 techniques, against EU's standard ~50% in 20
- Invented a unique certification by video system, that renders current visual models obsolete due to precision and 80% shorter evaluation time
- Published two books and five e-learning training courses
- Got 80K followers on Facebook in the first six weeks of inauguration alone
- Achieved twice six digit revenue + 400% ROI in seven days product launch

### Project Manager Private Label

2013 – 2016

Lojas Americanas (part of 3G Capital)

Rio de Janeiro, Brazil

- Set up the Private Label Division of Latin America's #1 retailer (US\$ 6Bn rev) leading marketing strategy, branding, and product development
- Hired and led a cross-functional team including legal, design, supply chain
- Developed and launched seven brands and hundreds of new products in chocolate, bio-food, clothing, toys, home appliances, and health & beauty
- Administered tightly the KPIs of 60K SKUs with 40% margin average
- Increased the revenue by 37% in three years, exceeding US\$ 200 million amid one of the countries' deepest recession

### Product Marketing Director, Co-Founder

2012 – 2016

2TOKS Pinturas Profissionais

Porto Alegre, Brazil

- Established a start-up of ultra-fast home/business painting, B2B & B2C
- Developed new process & methods for an exclusive Wet On Wet painting formula, improving worker efficiency from 40 hours to just six /100 m<sup>2</sup>
- Graded A in the MBA Venture Architect Lab, the firm is today a local leader in many segments, notably luxury homes with est. 15% market share

### Corporate Account Manager

2005 – 2011

Diskeeper Corporation (now Conduktiv Tech)

East Grinstead

- Spearheaded marketing and B2B new business development in Germany, Austria, Switzerland, Portugal and Spain
- Surpassed 160% revenue increase in four years
- Awarded *Corporate Acct Manager of The Year 2008* for 18% and highest annual business growth during the global credit crunch crisis