

# Mauricio Carlini

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Google Current

Channel Manager - Working USA, Canada and Brazil Regions

- 50+ Top Tier Partners portfolio management.
- Revenue and Profitability growing and improvement by providing end-to-end consultative guidance leading the partners to be strategic for Google (Multibillion Partners)
- Creation of joint business plans.
- Partners coaching to increase their relevance to customers and specialized capabilities.

#readytowork

Willing to relocate: Anywhere

## Work Experience

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### **Channel Business Development**

Gimbel & Associates

2015 to 2018

focused on restructuring, Digital Communication, Software as a Service, Project Management, Variable Data, Cross-Media and Value Added Sales Applications within markets such as industry, commerce, services and government. Working extensively in Latin American markets.

### **Marketing and Sales Manager**

Kodak Co

2005 to 2014

- Dealers Development and Channel Management: Selection, Training and Support
- Execution of regional strategy, marketing and business development.
- Growth in direct business two digits year over year
- P&L analysis, Revenue, Margin, Costs responsibilities.
- Portfolio & Offerings development (Software, Equipments, Service, Consumables)
- Recruit, hire and develop sales professionals
- Lectures, Training, Functions (internal/staff - external/customers & prospects)
- Tech Tour, Road Show
- Open House & Advertising activities

### **National Sales Manager**

Xerox Co

2001 to 2005

- Sales & Marketing strategy (launch, positioning, channel, price, promotion plans)
- Prospecting, development and closing sales

- High Volume Production System Introduction (Software, Equipments, Service, Consumables)
- Commercial, Technical and merchandising support

#### SIR SPEEDY (Printing & Marketing Services - USA Franchise)

- Master Franchisor General Manager
- Franchise Market Development
- Franchisee Unit development

#### ALPHAGRAPHICS DESIGN COPY PRINT (Printing & Mkt Services - USA Franchise)

- Commercial Manager
- Franchisee training, opening, development
- Call Center Management

#### Achievement

- American Bank Note (USD 25M complex solution deployment: software/equip/service contract)
- Xerox International Prize (Outstanding Performance: iGen3 / XMPie launch)
- Kodak (Inkjet: Prosper Press and Print Heads; Toner NexPress - CtPs and Flexcel launch)
- Sir Speedy (Best International Performance)
- Federal District Keynote Speaker

#### International Events

- DRUPA 1996 2000 2004 2008 2012 2016 (Germany Dusseldorf)
- GraPhexpo (USA 2004 2006 2008 2010 2011 2012 2016)
- GOA (USA 2004 2006 2008 2010 2012)
- Sir Speedy International Convention (Reno, Orlando - USA)
- Print05 Print09 Print17 (Chicago - USA)
- XPlor (2001 2003 2005 2006 2009 2012 2014 2018)

## Education

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### Master's

## Skills

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- Business Development
- Portfolio Management
- SaaS
- Sales Management
- CRM Software

## Links

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<https://www.linkedin.com/in/mauricio-carlini-businessdevelopment>