

CURRICULUM VITAE

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Brazilian
Married

Summary of Qualifications

- Over 25 years of experience in Sales, Marketing, and TS&D: market analysis, product and market development, technical support, business strategies, planning and budget definition,
- Over 25 years of experience in managing people. Last 21 years working as business manager for Latin America area, of which 17 years in Ballistic market and Defense.
- Extensive experience in working with different types of products, environments and cultures of different companies, with international working experience in the business to business market.
- Ability to work in multifunctional of different cultural backgrounds.
- Self motivated and organized. Open mind and communicative: operating as a coach, facilitator and team builder. Proactive attitude in business, with interpersonal skills and analytical talent, interested in understanding the customers' business and needs.
- General administration and business conduction. Contacts with all consumers in the product pipeline, since converters till end users.
- Responsible for the Annual Budget, Marketing and Strategic Plans.
- Background experience in domestic and external markets. Ability in negotiation and accurate business development skills.
- Technical training to salesmen and lectures to end users of products.
- Flexibility to travel and work in international environment.
- Extensive experience in management functions for different market segments like automotive, coatings, chemical, pharmaceutical, ballistic, protection, auto-parts, rubbery, electric and electronics, metallurgical, buildings, graphics, etc...
- Events organization and participation in trade shows, associations, governmental organs, etc.
- Director of "Brazilian Association of Armored Vehicles and Products for Armoring" (Abrablin).
- Director of Defense Department in "Industries Federation of São Paulo State" (FIESP).
- Knowledge of informatics, fluency in English and Spanish.

Education Background

- BS degree in Chemical Engineering at "Faculdade de Engenharia Industrial" (FEI) – 1977.

- Post graduated in Business Administration at São Paulo University (USP) – 1982

Other Key Courses

- Face to Face Sales Skills – 1986
- Organizational Development Program – 1986
- Prices Analysis – 1989
- Sales Management, Planning, Organization and Control – 1990
- Management Profile – 1991
- Management, Leadership and Teams Development – 1991

Main Job Experience

- Teijin Aramid – Account Manager (Latin America) - aramid fibers: responsible for increasing the sales volume from 50 tons to 460 tons per year – Business of 15 million USD.
- BTR – Dunlop Division – Commercial Manager (Latin America) – rubbery industry: responsible for increasing sales volume over 6 million USD.
- Pronor Petroquímica – Commercial Manager (Brazil) – TDI, MDI, DMT and Poly alcohols: responsible for a business of 16 million USD per year.
- Worked in large Multinational Companies from Europe and USA (Chemical and Petrochemical Companies) like Hoechst, BASF and Dow Chemical, in sales, customer support and marketing across Brazil and abroad.