

NAME

Amarildo José Ornellas

Brazilian, married, 51 years old

Adresse 2001, Gil de Abreu e Souza Road, 2001 86058-100 Londrina – Paraná State

Mobile: 55 43 99902 3077

Home: 55 43 3575 0837

e-mail: ajornellas@sercomtel.com.br

Academic Background

- Strategic Marketing Administration - FGV | Jan to Jul/05
- Postgraduate degree in Administration/ – FGV | Jan/03 to Jul/04
- BA in Agronomy – UEL | Jan/87 to Dec/91

Main Qualifications:

- 26 years' experience, the career has been developed in Marketing and Sales in the Agrochemical Market.
- Creation and development of campaign for new products and service, communication, market research, pricing Channel
- knowledge and experience in managing strategic marketing planning=Business analysis, opportunity identification, setting objectives, building strategies, developing plans and monitoring results.
- Developed Seeds and agrochemicals business integration plan, including market development, market share, revenue, investment and profits
- Strong knowledge in build strategies, product-service, pricing-value, Communication, distribution, brand development, sales promotion.
- Development and implementation of new market development team
- Management skills: experience with channel marketing – review and analyze channels, project future trends, prioritize channels, develop short and long-term channel plans and monitor results.
- Pricing knowledge, price elasticity, market research, consumer value, channel margin-discounts, pricing by segment, value and profit improvements.

Professional background:

Anasac S.A – (from Aug/12 to Now) – Chilean Latin America Company

Position: Brazil Sales and Marketing (Responsible Technical and Commercial Representative Commissioned)

Main Responsibilities:

- Company introduction at Agricultural Brazilian Market. manage the beginning of a company in the Brazilian agricultural market. Account opening, legal and regulatory issues, adjustment to import products, conformation of internalization, storage and distribution logistics. Prospecting for clients, analyze credit, collection sales. Forming a company in the Brazilian market, outsourcing the maximum the process. Development, validation and introduction of products at this market. B to B sales in the Brazilian MKT and also level 2 sales responsibility.

Bayer Crop Science S.A – (from Aug/05 to Apr/12) – German Global Company

Position: Marketing Manager

Main Responsibilities:

- Budget building monitoring and update. Responsible for the business plan targets achievements. Communication planning by product design and monitoring implementation. Action plan building and monitoring. Support to channel segmentation strategic and implementation. In charge of the crop team and crop strategies to Brazilian cerrados region.

DuPont S.A. – (from Jul/96 to Jul/05) – American Global Company

Position: Marketing Coordinator

Main Responsibilities:

- Responsible for. alignment and training for sales and channel force. Support the action plan implementation on the field. Coordination of marketing activities, field day, market campaign, etc.. Product and value proposition presentation.

Defensa S.A – (from Jan/92 to Jul/96) – Brazilian/ Company

Position: technical support

Main Responsibilities:

- Responsible for support technically sales force on the field, trials, field day. Conduction of trials to products registration. Researcher contracts to support product registration. Product alignment and marketing development.

Languages:

- English – Advanced (Written, listening and conversation).
- Spanish – Advanced (Written, listening and conversation).

Courses:

- Marketing B2B, Project management, Strategic planning, leader coaching, leadership pipeline.