

Aldenizio BEZERRA

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EDUCATION

China Europe International Business School (CEIBS)	Shanghai, China
Master of Business Administration / MBA, General Management	December 2016
Fundacao Getulio Vargas - FGV	Sao Paulo, Brazil
Master of Business Administration, MBA, Foreign Trade	August 2011 - December 2013
▪ Best B-School in South America and highest GPA in the 2013 batch	
Metropolitan University	Sao Paulo, Brazil
Bachelor in Foreign Trade General Management	May 2007 - December 2010

PROFESSIONAL EXPERIENCE

CITROSUCO	Austria
EMEA Sales GM	August 2020 – Current
<ul style="list-style-type: none">▪ Sales head for Europe, Middle East and North of Africa<ul style="list-style-type: none">• Restructured the sales model and RTM in Europe and MEA• Double digit price recovered in traditional markets• Grew the customer base in developing economies• Reshape the cooperation model with Agents across different markets	
AB-INBEV	China
Direct Sales Director	December 2018 – April 2020
<ul style="list-style-type: none">▪ Grew the Direct Business from 10 to 20 Direct Distribution Centers, managing a sales team of 205 people in 20 Cities in China▪ Triple the number of direct Buyers to 28K unique buyers in 2019▪ Grew the NR in 2019 by 346% vs 2018 (total NR)	
In Home Channel Associate Director	December 2017 – December 2018
<ul style="list-style-type: none">▪ Managing a team of direct 5 reports and 4 dotted line reports, Kick off the craft segment in in home channel, as well as launching of the Tmall and JD craft flagship stores▪ Create the compensation and rebate system for First and second tier Wholesalers for In Home and Out of home Channels.	
On Trade Channel Associate Director	October 2016 – December 2017
<ul style="list-style-type: none">▪ Manage a team of 3 Direct Reports in HQ, as well as 7 regional managers, and 26 sales reps in 9 Different cities▪ Successfully Launched of several Craft brands in China, including Goose Island, Blue point and Boxing Cat, been responsible for wholesaler development and management▪ Turned Goose Island the Number 1 Craft brand in China, 11 months after it was launched▪ Received the TOP 10 talent award in AB-Inbev APAC	
Internship in the RTM department	April 2016 – October 2016
<ul style="list-style-type: none">▪ Internship project of RTM model for High end products in Shanghai,▪ Development of RTM and wholesaler compensation,	
BS Bios	Brazil, China and Honduras
New Business Director	December 2013 - April 2015
<ul style="list-style-type: none">▪ Reporting Directly to company's CEO▪ Worked as Business developer in different areas for BS Bios, Brazil's largest Biodiesel producer, including the cooperation with Chinese companies, in hydro power and infrastructure projects in Honduras	

- Led the team of 7 people of business feasibility study for Joint venture partnership with Chinese companies such as Changan and Brilliance for manufacturing plants set up in Brazil.
- Successfully signed 3 agreements of JV with the total amount of 398MUSD

Ab-Inbev Distributors Association

Sao Paulo, Brazil

Executive Manager

July 2011 - August 2013

- Responsible for the benchmark program of AB-Inbev Distributors in Brazil and USA
- Worked in the compensation committee responsible for the negotiation of wholesaler compensation model for several new SKUs
- Responsible for the cost reduction program for distributors, which achieved in 2011 a saving of 80MUSD in the wholesaler operation in Brazil
- Created and developed the 6 sigma management training Program for 400 managers in Brazil

China Trade Center

Brazil and China

Commercial Manager

May 2007 - July 2011

- Managed and developed customer relationship team with 3 Direct Reports in Brazil and 1 Direct Report in China
- Brought over 80 new clients to the company over the course of 2 years
- Established OEM suppliers in China for products development for top retailers in South America, such as Tesco, Carrefour, C&A, Leader
- Conducted market research of Brazilian market for several Chinese companies such as Sany, Foton, China Railway, Gree, XCMG, and many others

ADDITIONAL INFORMATION

- Languages: Portuguese (Native), Spanish (Fluent), English (Fluent) and Chinese (Advanced)
- Certified 6 Sigma Black Belt
- 20+ negotiation and leadership trainings