

Senior Sales Management Executive

Results-oriented sales executive with over 25 years of experience leading strategic growth initiatives across the government, financial services, and technology sectors. Adept at unlocking business potential through effective account management, high-impact sales execution, and inspirational team leadership. Known for crafting and executing complex go-to-market strategies that consistently exceed revenue targets and deliver sustained business value. Trusted advisor to C-level stakeholders and public sector leaders, with a strong ability to navigate complex ecosystems, influence decision-making, and foster long-term relationships. Combines strategic vision with hands-on leadership to drive team performance, elevate customer experience, and enable enterprise-wide transformation.

Areas of Expertise

- Sales & Account Management
- Enhancement of Sales & Revenue
- Team Development & Leadership
- Complex Deals Negotiation
- Trusted Advisor & Negotiator
- Strategic & Tactical Planning

Career Experience

Business Director – Public Sector, Gartner – Brasília, Brazil

Feb 2025 – Present

Leading executive engagement and strategic advisory for senior public sector decision-makers, focusing on helping C-level leaders navigate mission-critical priorities through Gartner's research, tools, and expert insights. Serve as a trusted advisor to executives across government agencies, aligning Gartner's capabilities with their strategic agendas to accelerate impact, mitigate risk, and drive informed decision-making.

Squad Sales Leader – Public Sector, IBM – Brasília, Brazil

Jan 2024 – Jan 2025

Led part of IBM's strategic public sector portfolio in Brazil, managing a multidisciplinary team of over 30 professionals across sales, presales, customer success, and delivery. Designed and executed engagement strategies for major federal accounts, ensuring alignment with client missions and IBM's long-term objectives. Under my leadership, the team consistently outperformed key performance indicators, achieving **revenue growth of 194%** and increasing customer satisfaction scores. I drove cross-functional collaboration, streamlined operational workflows, and positioned IBM as a trusted digital transformation partner across government sectors.

Channels Executive – Public Sector, IBM – Brasília, Brazil

May 2023 – Dec 2023

Entrusted with defining and executing the go-to-market strategy for IBM's public sector partner ecosystem. Drove operational alignment between IBM's strategic priorities and its partner community, optimizing performance and expanding joint opportunities in highly regulated markets. Strengthened partner enablement programs, resulting in a **65% increase in co-sell engagements** and improved partner satisfaction metrics.

Sales Director, Public Sector, SUSE Software – Brasília, Brazil

Oct 2020 – Dec 2022

Appointed to lead the public sector business unit in Brazil, reporting directly to the LATAM President. Spearheaded growth across sales, presales, support, and delivery teams, driving a consistent twofold year-over-year increase in business performance. Surpassed revenue targets by wide margins, **delivering 277% and 281% of annual growth** goals in consecutive years, while

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cultivating a high-performance culture recognized by an eNPS of 80. Positioned SUSE as a credible open-source partner for mission-critical environments within government institutions.

Sales Director, Oil and Gas, Oracle – Rio de Janeiro, Brazil

Sep 2019 – Sep 2020

Directed Oracle's engagement with Brazil's largest oil and gas conglomerate, overseeing a multifunctional team of 40+ professionals. Revitalized a strategic relationship that resulted in a successful **\$150M five-year deal**. Ensured high levels of customer satisfaction while aligning Oracle's enterprise solutions with complex sectoral demands, enhancing the company's positioning as a long-term strategic advisor.

SaaS Sales Director, Public Sector, Oracle – Brasília, Brazil

Nov 2017 – Sep 2019

Led Oracle's SaaS and Applications business for Brazil's public sector. Managed seven sales executives and developed new go-to-market strategies aligned with government digital initiatives. Achieved a **150% increase in new business revenue** through strategic partnerships and client-focused initiatives.

Sep 2013 – Nov 2017

Held full account responsibility for one of the largest government-owned financial institutions in Latin America. Orchestrated the execution of a multi-year growth strategy across Oracle's full portfolio, managing complex stakeholder ecosystems and ensuring the delivery of tangible business outcomes. **Surpassed long-term account plans by over 300%**, earning global recognition with the Oracle President's Club Award.

Additional Experience

Led development and execution of presales technical/functional support activities for customers, while delivering exceptional customer service. Served as technical leader and business mentor for product sales consultants.

Accomplished success in achieving sales quota and configuring solutions for multiple financial and business organizations, including banks, insurance companies, and financial market companies. Upheld concurrent responsibility for analysis of IT trends for financial industry, creation of go-to-market strategies, and establishment of products and partnerships.

Chaired overall software sales team for company's premium client in Latin America. Steered a team of 10+ to achieve record-breaking results by developing tactical partnerships through effective negotiation with clients. Secured 255% of quota by successfully signing major, \$152M contract.

Education

BS – Computer Engineering

UniCEUB – Brasília

MBA – Strategic and Financial Business Management

Fundação Getúlio Vargas – Brasília

Professional Development & Certification

Impactful Leadership (2024) | High Performance Sales (2023) | Managing Global Accounts (2014) | Complex Business Models (2013) | Media Training (2012) | ITIL Foundation v3 (2007) | Architectural Thinking (2006)

Awards & Accolades

SUSE LATAM Leadership Honor (2022) | Oracle President's Club (Top 50 performers WW) (2016) | Oracle Latin America Key Account Leadership (2015) | IBM Hundred Percent Club (2005, 2006, 2008, 2009, 2010, 2023 and 2024)