

Jorge S. Couto

- Analytical tools and reports development - directed linked to SFA and CRM systems.

Note: All services delivered under Non Disclosure Agreement.

B- VALUE PROPOSITION:

- [Several improvement projects already implemented.](#)
- [International recommendations.](#)
- [More than 15 years of experience in Sales Productivity.](#)
- [Authorized references.](#)
- More than 100 sales professionals trained in 16 Technology VARs, VADs and vendors already reporting better sales results.
- Competitive fees.
- Availability.

2004 – March 2005 HP Brazil

Sao Paulo, BR

CRM Program Leader Latin America

- Supported Customer Solutions Group in the implementation of a forecast predictability initiative, developing analytical tools and training Sales, Marketing and Finance teams.
- Helped Customer Solutions Group to reach 100% of forecast accuracy during five consecutive quarters in Brazil receiving a “With Honor” classification from corporate audit.
- Implemented new functionalities and dimensions in Siebel analytical tool, with 213 users in Latin America, and transferred it to a server in Atlanta – USA, transferring knowledge to three American software engineers.
- In 2004 and 2005 led Siebel 7.5 Reporting work stream in Latin America reporting to America’s team. Participated on several weekly review virtual meetings and in several worldwide meetings in Miami, Florida. Provided Siebel CRM webinar trainings for Sales, Marketing and Finance people in Latin America and in the United States.
- Integrated Services, Servers, Storage, Leasing and Imaging sales funnels into the Customer Solutions Group Funnel, facilitating the integration after a worldwide reorganization.
- Led a project that reduced in six months Over 60 Accounts Receivables in 10M\$, removing credit bottlenecks and helping Customer Solutions Group to reach their sales quota.
- Elaborated a 2 years sales history study in Latin America that helped Customer Solutions Group executives to define accounts portfolio in

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2005.

2003 HP Brazil Sao Paulo, BR

TCE & Quality Manager

- After merging with Compaq was invited by new HP directors to be a permanent member of three councils: TCE & Quality Council in Latin America, TCE & Quality Council in Brazil and Operations Councils in Brazil.
- Solved Customer claims escalated to corporate.
- Provided Technical consulting expertise in problem solving for internal project teams.
- Equipped Enterprise Systems Group Sales and Operations employees with right set of tools, information and knowledge.
- Developed and implemented an ETL (extraction, transformation and load) process and an analytical tool to analyze Siebel sales and marketing data.
- Responsible for the result of semi-annual TCE (Total Customer Experience) survey, analyzing results and deciding and taking preventive and corrective actions.

2001-2002 HP Latin America Sao Paulo, BR

CRM Sales Leader

- Principal HP's sales and marketing information provider on HP/Compaq merger and integration.
- Led Oracle CRM Sales & reporting group in Latin America.
- Led Oracle CRM data migration in Latin America.
- Participated on several review and definition meetings in Miami Florida with Americas and Worldwide teams.
- Attended web seminars training and participated on several virtual classroom meetings.
- Developed and implemented an analytical tool to analyze Oracle CRM sales and marketing data.

1998-2000 HP Latin America Sao Paulo, BR

Market & Account Intelligence

- Being rewarded as [Hewlett-Packard Key Contributor](#) in Latin America in 2000, received a bonus of two additional salaries in the year.
- Developed a Sales data mart with 6 years of sales history.
- Helped Latin America sales to reach a 19% growth in 2000 that was the second greatest worldwide.
- Received a [recognition](#) for the development and implementation of a

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system (SAE) that increased Enterprise Accounts Organization Brazil efficiency and competitiveness in the answering of governmental request for proposals and bids.

- Participated in Latin America Yearly planning meetings in Miami - Florida as the unique Sales and Marketing information provider during *three consecutive years*.

1992–1997 HP Brazil Sao Paulo, BR

Channel Marketing Manager

- Helped Brazilian channel to multiply sales volume by three in this period.
- Helped all Brazilian Channel sales reps to go to Latin America 125% Sales Reward Clubs during 3 consecutive years.
- Developed and implemented a [Channel Sales Funnel and a Forecast system](#) to Indirect Sales Force that after was extended to all Customer Solutions group in Brazil and in Latin America.
- Defined and implemented several channel metrics, like Sales Funnel Health and Channel Coverage.
- Implemented a Cooperative marketing funds management system.
- Implemented a channel coverage management system (Spider) that was recognized by the worldwide Channel operation as a best practice.
- Helped Brazilian Channel to be rewarded as the best Channel operation in Latin America in 1997.
- Participated actively in two HP Worldwide Partner Conferences in Toronto, Canada and Anaheim, California.
- Participated on several business meetings with HP's Product Divisions and Marketing teams in San Jose and Cupertino, California.

1991 Compaq Brazil Sao Paulo, BR

Service Manager

- Was the unique external consultant in Brazil to be rewarded with [corporate profit share](#).
- Supported Compaq's start up in Brazilian market implementing its services department.
- Hired and certificated new reseller partners.
- Developed and led implementation of an improvement project that reduced Compaq's spare parts turnaround time (T.A.T.) from Houston to Sao Paulo from 120 to 15 days.
- Implemented Compaq worldwide warranty policies and controls in Brazil.
- Localized Compaq inventory policies and implemented them in Brazil.
- Developed a system that daily extracted spare parts inventory information from external contractor's mainframe and turned it available in

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Compaq's network.

- Implemented Process Performance measures to evaluate external contractors S.L.A. efficiency and to identify bottlenecks and opportunities of improvement..
- Elaborated a study that led Compaq to invest in its own spare parts inventory location in Brazil improving customer and channel satisfaction and to reducing costs.

1978 - 1991

Edisa / Hewlett-Packard

Sao Paulo, BR

Customer Services

- Managed several customer services organizations in Brazil, between them National Customer Services Organization, leading during four years a team of 240 services professionals in 10 branches, HP's Support Marketing Organization, Training and Support group in Porto Alegre Brazil and HP's Quality and Logistics group in São Paulo.
- Acquired required knowledge in several training courses made in Brazil, Japan, United States and Mexico.
- Integrated a mission of seven Brazilian professionals sent in 1978 to Fujitsu, Japan attended a two months training in several Japanese manufacture plants and after that implemented Edisa's Customer Services Organization in Brazil. Providing a differentiated customer service in Brazil helped Edisa to get a 60% of market share.

Education

1991

ESPM

São Paulo

- Service Marketing

1972-1977

Universidade Santa Úrsula

Rio de Janeiro

- Electronics Operational Engineering

1968-1971

CEFET

Rio de Janeiro

- Electronics Technology

Communication

Portuguese, English and Spanish (written and oral fluency)