

Owner & Sales Productivity Consultant

BI Tools

“Recomendo fortemente a BI Tools para os canais VARS e VADs que queiram crescer e fortalecer o relacionamento com seus clientes e vendedores. Nós na HP Brasil tínhamos um sério problema com acuracidade de forecast junto aos nossos canais e vendedores internos, após a consultoria do Jorge Couto tudo mudou e hoje podemos nos orgulhar de termos um forecast bastante acurado. O Jorge é honesto, tem muita experiência em vendas e conhece profundamente o mercado de VARs e VADs no BRASIL.” *November 9, 2009*

[Gedeon Viana](#), *BRAZIL CHANNELS SALES MANAGER, HP Brazil*
was with another company when working with Jorge at BI Tools

“Jorge is an excellent professional with great skill in analyzing and defines business processes and tools to support business decisions. We worked together in many situations in the past 13 years and his job helped me and the company to achieve many results as he helped us provide accurate information and business control. Jorge is also a very good professional who you can trust in terms of business and personnel behaviors.” *December 12, 2008*

[Jorge Brasil](#), *Business Critical Servers Country Sales and Products Manager, Hewlett-Packard do Brasil*
was a consultant or contractor to Jorge at BI Tools

“I strongly recommend Jorge due to his outstanding skills and business / IT knowledge. He also brought great results.” *December 11, 2008*

Top qualities: Great Results, Expert, High Integrity

Fabio Noboru

hired Jorge as a IT Consultant in 2008, and hired Jorge more than once

“Jorge is a result driven marketing executive, with strong knowledge on business and sales intelligence, he helps a lot to provide clear guidance to where companies should aim their efforts. He is also a great leader, driving his team with great success and passion.” *July 24, 2008*

[Sergio Porto](#), *sales director, hewlett packard*
was with another company when working with Jorge at BI Tools

Siebel Analytics Leader - Latin America

Hewlett-Packard

“Jorge's knowledge was quite in-depth and his follow-through exceptional. He was a pleasure to work with. Joel” *June 9, 2008*

[Joel Buxton](#), *PMP, Project Mgr, Hewlett Packard*
worked with Jorge at Hewlett-Packard

TCE & Quality Manager

Hewlett-Packard

“I've been in contact with Jorge since his early days in the Service area within EDISA. After that we both had worked for HP a number of years. Jorge is a self directed professional with

business and service skills highly developed and a very rare sense of accomplishment. It has been a pleasure work with him, because he is serious, reliable, and deliver on promises." *June 26, 2009*

[Raul Papaleo](#), *Director, Hewlett-Packard Brasil Ltda*
managed Jorge indirectly at Hewlett-Packard

"Jorge is a knowledgeable professional in several areas which I can mention: Total Customer Experience, business and tools controls, Business Intelligence Tools and reporting (the best I've ever knew), Total Quality Control, Business Operations and Planning Management." *June 19, 2008*

Top qualities: Great Results, Expert, High Integrity

[Jose Sergio](#)

hired Jorge as a Business Consultant in 2006, and hired Jorge more than once

"Jorge is a great worker He made all the extra efforts in all projects. He knows how to manage a quality project using the six sigma methodology. I recommend him." *June 19, 2008*

[Luz Maria Arbelaez](#), *Workforce, TCE and Processes and Quality for Latin American, Hewlett-Packard*

managed Jorge indirectly at Hewlett-Packard

Oracle CRM Sales Leader - Latin America

Hewlett-Packard

"Jorge is a committed and dependable professional who manages projects from design to completion. His leadership during Oracle CRM implementation allowed the LAC Services Team to easily implement the tool and obtain its objective of +/- 3% forecast accuracy. I wholeheartedly endorse Jorge." *January 15, 2009*

[Cynthia Castillo](#), *Business Development Manager, HP*
worked with Jorge at Hewlett-Packard

"Trabalhei com o Jorge em diversas oportunidades, ele sempre se mostrou comprometido e desempenhou as suas atribuições com qualidade e profissionalismo." *December 14, 2008*

[Andrea Lacerda](#), *Sales Director, Hewlett Packard*
worked with Jorge at Hewlett-Packard

"Jorge has developed a key service to HP that allows business growth and focus on sales pipeline management. He deliver a high-quality service on time and shows expertise in the development of creative ideas." *April 25, 2008*

Top qualities: Great Results, Expert, Good Value

[Marcos Moutinho](#)

hired Jorge as a Business Consultant in 2007

"Jorge is very knowledgeable and effective. I would recommend him to manage any project related to database information management and business intelligence. He is very professional and a great person to work with." *April 25, 2008*

[Jose Weis](#), *Business Analyst, Hewlett-Packard*
worked indirectly for Jorge at Hewlett-Packard

Latin America Market Intelligence Manager **Hewlett-Packard**

“Jorge is an expert on CRM and Analytics. He has developed HP’s own CRM system and on following years, led the implementation of off-the- shelf application packages such as Goldmine or Siebel. He’s a Senior professional with a strong sense of teamwork.” *June 27, 2009*

[Paulo André Correia de Novaes](#), *National Sales Manager, Manufacturing Industry, HP Brazil*
worked directly with Jorge at Hewlett-Packard

“Jorge is a very detail-oriented professional and can take a large project into smaller pieces till its completion. He knows what needs to get done and work relentlessly to get all the steps fulfilled. He is expert in modeling and organizing market and customer data to get meaningful information for management decision. All projects he managed have yield great results.”

December 15, 2008

[Ailton Gimenes](#), *Senior Vice President, Hewlett-Packard*
managed Jorge indirectly at Hewlett-Packard

“Jorge is extremely competent and knowledgeable in this area of expertise and his work is extremely accurate.” *December 10, 2008*

[Pedro Pasqualin](#), *Latin America Regional Account Manager, Hewlett Packard*
worked directly with Jorge at Hewlett-Packard

“I had a very good experience working with Jorge. He is focused on business objectives. He is very organized, analytical and process driven professional what is very important on the work he does.” *December 10, 2008*

[Lilian Schaffer](#), *Software Business director, Hewlett-Packard do Brasil*
worked directly with Jorge at Hewlett-Packard

“I was fortunate to work with Jorge in the beginning of my career and I learned from his behavior and experience some values that made part of my professional development: professionalism, ethics and hard work.” *June 6, 2008*

[Ricardo Mimura](#), *Business Intelligence trainee, Hewlett-Packard*
reported to Jorge at Hewlett-Packard

“Jorge has a knack for understanding the issue at hand, finding suitable solutions and implementing them in cost effectively. In addition, Jorge pays extreme attention to details, timetables and process automation.” *April 2, 2008*

[Rafael Taquechel](#), *Customer Relationship Manager, Hewlett-Packard Co.*
managed Jorge at Hewlett-Packard

Channel Marketing Manager

Hewlett-Packard

“Jorge is a results oriented manager and/or consultant with extreme ability in developing instrumentation for Marketing, Sales and Channels teams. He has an extensive list of innovations in Sales Pipeline Management, Channel Training and Recruiting, Sales Effectiveness and Sales, Services and Marketing Program development and deployment. He is a very rare professional that can address several organizational needs in growing Companies.”

November 10, 2009

[Raul Papaleo](#), *Director, Hewlett-Packard*
managed Jorge indirectly at Hewlett-Packard

“Jorge é um profissional extremamente competente e totalmente orientado para alavancar os resultados de seus clientes, todos os trabalhos feitos pelo Jorge de consultoria resultaram em um crescimento forte para os canais que trabalham com a HP. Jorge tem uma vasta experiência e entende o dia o dia de vendas e os obstáculos que todos os vendedores tem que vencer. Recomendo o Jorge pelo seu grau de comprometimento com a satisfação do cliente , ele é honesto e altamente qualificado naquilo que faz.” *December 12, 2008*

[Gedeon Viana](#), *BRAZIL CHANNELS SALES MANAGER, HP Brazil*
worked with Jorge at Hewlett-Packard

Top qualities: Great Results, Expert, Good Value *December 12, 2008*

FRANCISCO FERRI

hired Jorge as a Business Consultant in 2008, and hired Jorge more than once

“Jorge is very committed and focused on results. He has participated in strategic activities, and has good experience and skill to do sales planning.” *December 11, 2008*

[Carlos Rigato](#), *Marketing Manager, HP Brasil*
worked with Jorge at Hewlett-Packard

“Jorge was a business oriented manager helping Channels to be more efficient and effective”
June 9, 2008

[Raul Papaleo](#), *Board Member, several Companies*
managed Jorge indirectly at Hewlett-Packard

Customer Services Manager

Compaq Computer Brasil

“I had the opportunity to work with Jorge when I was at Compaq several years ago. He always got my attention for his professionalism and dedication to the job. Even after I left Compaq I keep watching his career development and achievement. He is a great professional to work with.” *June 19, 2008*

[Antonio Julio](#), *Server Product Marketing, Compaq Computer*
managed Jorge indirectly at Compaq Computer Brasil

Customer Services Consultant

BI Tools

“Em minha experiência com Jorge, posso dizer que é um profissional de grande capacidade analítica e capaz de entender e propor soluções de alto valor para as empresas ou Clientes. Sua experiência em serviços de Clientes é sua grande fortaleza. JPW” *August 8, 2008*

[JOSE PAULO WITTLIN](#), *Latin America Services Manager, hp*
worked directly with Jorge at BI Tools

Service Manager

Edisa Eletrônica Digital S.A.

“I worked with Jorge when I was managing the Services organization in Brazil. Jorge is a very detail oriented person with a consultative approach when dealing with problem/process fixes. He has a very strong capability associated to simplify and improve business processes. He was a strong collaborator of ours for cross HP, very successful relationship with him on every assignment.” *December 15, 2008*

[Arturo. De-La-Pena](#), *Diretor Industrial, Edisa Eletrônica Digital S.A.*
was a consultant or contractor to Jorge at Edisa Eletrônica Digital S.A.

“Jorge Couto had an outstanding contribution as a manager in the largest and dispersed Services group that Hewlett Packard has ever had in Brazil. That team was integrated by 16 branches, more than 450 maintenance engineers, a sophisticated logistic and thousands of customers locations. His contribution facilitated HP managers to merge the acquisition of Edisa Electronica and made that integration preserving the efficiency of the day-to-day operation. Even though Jorge didn't report directly to me, I had the opportunity to interact with him every day due to the importance of his job.” *December 10, 2008*

[Octavio Leon](#), *Several executive position in LA, Hewlett Packard*
managed Jorge indirectly at Edisa Eletrônica Digital S.A.

“Jorge is a serious and clever IT service professional. He is a kind of person everyone wants to have in it's working group, as a colleague, subordinate or boss. Milton Scorza - Ex Edisa Vice-President” *August 10, 2008*

[Milton Scorza](#), *Diretor Comercial, Volta Sul América*
managed Jorge at Edisa Eletrônica Digital S.A.’

“One of the main qualities of Jorge, is his capacity of understand the necessities of customer and to consider effective solutions. Many professionals develop spectacular solutions, but impossible to practice.” *April 28, 2008*

[Eduardo Trigo](#), *Collection Supervisor, HP BRASIL*
worked with Jorge at Edisa Eletrônica Digital S.A.

“Jorge is a focused and get-things-done executive.” *April 26, 2008*

[Ronald Kellermann](#), *Director, Service Delivery, Hewlett Packard*
worked directly with Jorge at Edisa Eletrônica Digital S.A.