

PAULO ROBERTO TABARELLI

LOUREIRO VALENTE

PERSONAL INFORMATION:

- Date of Birth: 15/08/1947
- Nationality: Brazilian
- FS Business Development Director for LATAM
- Address: Rua Alexandre Dumas, 2016
- Tel. 55-11-51871405
- CEP: 04717-004 - São Paulo - SP- BRAZIL

GRADUATION:

1967-1971 Universidade Mackenzie – São Paulo, SP

- Industrial Chemical Engineer

COURSES – TECHNICAL AND MANAGERIAL:

- Financial Marketing
 - People Management
 - Advanced People Management
 - Project Management Training – Arrowood – N.Y by Columbia ., MIT and Harvard
 - Finance Executive Seminar – 1987, 1988, 1989 an 1990 in USA
 - Advanced Management Institute – Armonk – N.Y. - 1990
 - Client Executive – Boston – MA – 1993 – Harvard School
 - Financial Service Institute – Wharton Scholl – 1994
 - Top Management – Philadelphia – PA – 1995 – AMERICAN COLLEGE
 - Financial Services Seminar -USA
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PROFESSIONAL BACKGROUND:

- IBM BRASIL LTDA. - from 01/1972 to 09/1994
- Client Director – Finance / Insurance Industry

- UNISYS DO BRASIL LTDA. - from 10/1994 to 08/1995
- Director of Line of Business Finances Industry

- GSI (IBM BRASIL LTDA.) - from 09/1995 to 01/1998
- Services Sales Director

- EMC BRASIL LTDA. - from 02/1998 to 12/1999
- Sales Director

- DATAMEC S.A. - from 01/2000 to 01/2003
- Operation Director and General Manager

- > CYCLADES S.A. – from 03/2003 to 09/2004
- General Manager
- > SUN Microsystems – from 10/2004
- FS BUS DEVELOP DIRECTOR LATIN AMERICA

PROFESSIONAL EXPERIENCE:

I have developed extensive knowledge in Bank, Finance and Insurance Industry. I was account executive manager of Banco Itaú (The largest IBM account in Latin America) and BCN. In this period I was the leader of a team with 50 people. During this period I obtained one of the biggest orders from Banco Itaú (100 million dollars).

I have vast experience in Marketing Strategy, team organization and Human Resources management, skill management.

I implemented Professional Services in IBM Brasil (1991), having consulting, system integration, outsourcing and training. Application Development and Industry solutions (HW, SW and Services).

In UNISYS, I implemented the marketing strategy for banking, Finance and Insurance.

I was responsible for IBM Industry Service in Distribution, Bank, Finance and Insurance Industry; basically my mission is to build solution offering and delivery with a major focus in outsourcing and network services.

I also developed one project for payment services as Credit Card, Debit Card, Private Label, Smart Card and Consumer Credit.

Experience in cost control, marketing analysis and financial marketing.

In EMC I implemented the sales strategy for Brazil, my main accomplishment was increased revenue 100% in one year increased and I reorganized the sales force by Industry with great result.

Datamec - I reshaped the Organization using communication as leverage; I implemented new concepts to become Datamec a new competitor in the Brazilian Market, I managed a US\$ 110 million business and 1000 people.

I was responsible for P/L, sales and delivery outsourcing for UNISYS BRAZIL.

They contract me to reshape Cyclades from product company to solution company, they are very technical and no administrative, therefore I changed the partnership policies, sales policies and marketing process. I tried to change some Financial, Fiscal and management concepts. I increased the solution sales.

As Financial Services Business Development Director for Latin America, I responsible for strategy, programs and sales generation. I have changed the partnership policies, new concept of sales and financial services training.