


Celso Ricardo Nisterenko

Latin America Manager

Over 25 years in complex sales, country management and international commerce experience, looking for new challenges.

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 Sao Paulo, Brazil

WORK EXPERIENCE

Latin America Sales Manager

ITW – Intron 1996 – 2020

Material Test Equipment division of Illinois Tool Works Inc.

- Reported to Americas' VP
- Managed and directed the company division in Latin America
- Developed and maintained a hybrid sales team (Direct Sales, Agents and Distributors)
- Visited and negotiated with major and global customers (3M, DuPont, Nike, VW, GM, Daimler, Fiat, ArcelorMittal, etc.)
- Coordinated marketing staff to create and develop campaigns (Workshops, Product Launches, Seminars and Collaterals)
- Defined the vision and strategy to maintain #1 position in Latin America with a focus on growth and profitability
- Oversaw product line from corporation's factories (USA, UK, Germany, Singapore, China and Brazil)

Product Engineer

Motorola 1994 – 1996

- Responsible for introducing PowerPC Computers in the Brazilian market
- Trained sales engineers and service technicians on computer product lines

UNIDO - Analyst

Abinee 1992 – 1994

United Nations Industrial Development Organization Agent in Brazil employed by Abinee (Brazilian Electrical and Electronic Association)

- Managed a team to visit and identify companies with idle productive capacity
- Facilitated contracts between companies desiring idle productive capacity
- Analyst for local market similar products and tax exemption evaluation

Technical Supplier Developer

Ericsson 1990 – 1992

- Developed and homologated goods from local suppliers
- Specialist in printed circuits, accumulators and power switches
- Technical buyer

Product Specialist

Hewlett Packard (Agilent) 1985 – 1990

- Responsible for instrumentation product line (RF, Measurement and Digital Data Domain)
- Provided support in field application of products
- Leader in calibration services
- Electronic Bench Technician
- Leader in retrofitting more than five hundred units of analog RF generators into digital inside Ford plants

SKILLS

Solid international and multicultural experience with deep knowledge in transactions within Latin America.

Skilled speaker with active participation in technical seminars and congresses.

FCPA and Compliance mentor, company's culture coacher.

Specialist and Guru in SPIN Sales methodology.

Creation and planning of international sales meetings for product launches and trainings.

Definition of business plans and strategies for Latin America.

Innovative and analytical thinking to develop and implement successful programs that yielded outstanding results

Expertise in due diligence and company acquisitions.

Frequent traveler with field team to bring customer needs into company focus (Front to Back).

Expertise in public affairs and bidding, dealing with large contracts.

Budget creation and overseeing of P&L for foreign operations of multinationals.

Pareto Principle enthusiast with proved results.

Experience in forecasting and sales funnel, as well as in defining product prices and margins to ensure high profitability.

Planning and organizing Trade Fairs and Show Exhibits.

Proficient in creating KPIs and reporting to board level.

Enjoyer of digital marketing and CRM tools.

VOLUNTEER EXPERIENCE

Engineer

Colegio Mackenzie Tambore – MOBFOG 2014 – Present

MOBFOG is the Brazilian amateur rocket Olympiads

Monitor students in both the building and launching phases

Provide tools to build the rockets

Help with schematics and planning

Helped students win Gold Medals in 2015

Group Leader

SMAS - Sociedade Morada Aldeia da Serra 2001 – Present

Reforestation of Lake Orion area

Promote conservation campaigns for both water and vegetation

ORGANIZATIONS

AIST (2011 – Present)

Member of the Association for Iron & Steel Technology (USA)

ABNT - Brazilian Standards Association (2016 – Present)

Member of Technical Committee CB-26

ABIMAQ - Brazilian Machinery Association (2011 – 2013)

Vice-President of CSQI Quality Control Equipment and Machinery Chamber

ABIMAQ - Brazilian Machinery Association (2005 – Present)

Member of CSQI Quality Control Equipment and Machinery Chamber

CERTIFICATES

ITW (2016)

80/20 Methodology

IELTS (2015)

Certified in knowledge of the English language

Aduaneiras (2011 – 2012)

International Commerce and Trading

Instron Medical School (2011)

Medical Devices & Biomaterials (UK)

Instron (2008)

Impact Data Interpretation (USA)

Wilson Instruments (2005)

Hardness Testing

Instron Schenck Testing (2000)

Structural Testing and Simulation (Germany)

Instron Schenck Testing (1998)

Fatigue Testing Software and Hardware (USA)

IBM (1996)

Approved Representative of IBM PCCo

Acer (1996)

Computing Systems

DigiRede (1995)

AIX Unix

Motorola (1995)

PowerPC Hardware (USA)

Abinee (1994)

Electrical Motors and Controls

SGS and Qualitividade (1994)

ISO 9000 and ISO 10011

FCAV - POLI USP (1993 – 1994)

Quality Systems Management and ISO Audit

CSJT (1988)

Fiber Optics Technology

Hewlett Packard (1986 – 1987)

Analog Radio Frequency and Digital Data Domain

HONOR AWARDS

110 Club (2005 – 2017)

Achieved over 110% of Sales Plan in consecutive years

Highest Dynamic Line Sales Volume in the Americas (2014)

Achieved both the highest percentage and sold units numbers for a single region

Recognition in ITW's 2010 Annual Report (2010)

Featured in a full two-page article directed to shareholders \$4.5 million in sales for one of the largest steel producers in the Americas (Usiminas). It was the first time Instron was mentioned and recognized for its sales in ITW's Annual Report.

3rd Place in State Amateur Photography Competition (2007)

Awarded by ACEESC in the Underwater Photography Category

Highest Above Plan Order Volume in the Americas (2005)

Achieved 178% of Brazil/country Sales Plan

Highest Single Order Value (1999)

Sold a simulation system to Audi for \$5 million

LANGUAGES

English

Fluent

Portuguese

Native or Bilingual Proficiency

Spanish

Fluent

INTERESTS

Scuba Diving

Photography

Cycling

EDUCATION

Bachelor's Degree in Electrical Engineering

USJT

1994

Associate's Degree in Electronics

FITO

1988