



# Celso Nisterenko

+55 11 96233-9000

<https://www.linkedin.com/in/celsonisterenko/>

[celso@nisterenko.com](mailto:celso@nisterenko.com)

[www.projects.celso.nisterenko.com](http://www.projects.celso.nisterenko.com)



## Sales Executive | Sales Manager | Country Manager

I am passionate about developing businesses, surpassing limits and establishing strong teams.

Do you need help to achieve your company's objectives and establish yourself as a leader in your segment?

Throughout my professional life as an executive strategist, I have been working in the domestic and international market and attained 15+ years of experience in leadership management and 20+ years in sales management positions at large multinational and national companies like Motorola, HP, Ericsson, ITW and organizations as UN among others.

Adapted to the dynamics of international negotiations in IT Services, Software, Machinery and Instrumentation, having a positive attitude towards change and new environments, value and work to form a multi-cultural workplace. Ability to relate to people of different personalities and backgrounds. Tolerant, curious and appreciative of different work patterns, with a high commitment to goals and deadlines. Ensuring that results and margins surpasses targets not compromising budget and controlling expenses.

My main deliverables are:

- Customer Centric
- Sales Cycle Coaching
- Product Portfolio Development
- Conflict Management
- Team Motivation
- Mentoring in Culture and Compliance
- Forecasting, Sales Funnel and KPI oversight
- Assertive Feedback and Communication

And expertise in:

- Public affairs and bidding, dealing with large contracts
- International Commerce importing products and exporting local goods
- Latin America transactions
- Exhibition, seminars and congresses
- Several segments such as: medical, educational, food, automotive, chemical, metal and oil & gas
- Managing remote teams in diverse regions and countries

With a commitment to success and generating an expansive sales network and bookings, I deliver exceptional results with outstanding margins while looking for both the company's and customer's success and satisfaction.

I invite you to see some of my achievements at [www.projects.celso.nisterenko.com](http://www.projects.celso.nisterenko.com)

## PROFESSIONAL EXPERIENCE

### ➤ ITW (Jan 2015 – Mar 2020)

*(Illinois Tool Works Inc. is an American Fortune 200 company that produces engineered components, equipment and specialty products, based in Chicago with Factories in USA, UK, Germany, Brazil)*

#### *Latam Sales Manager*

Managed a team of 70 people, including direct sales engineers, agents and distributors, ensuring a 30% increase in sales in 5 years.

Established a business model for the sales of imported (USA and UK) products throughout Latin America, as well successful launched a made in Brazil product line (<https://bit.ly/33rntBK>) increasing market share and becoming leader in South America.

Responsible for introducing innovative automated systems in Steell Mills, selling to APERAM's site first robot automated solution <https://bit.ly/3mmUJlf> , a million dollars contract.

Reporting to Americas' VP in USA

### ➤ INSTRON (Oct 1996 – Jan 2015)

*(American private company based in Massachusetts producing high technology testing products for laboratories)*

#### *Brazil Country Manager* (Jul 2005 – Jan 2015)

Management of Brazilian branch, involving the sales, administrative and service departments, as well coordinating the marketing team.

Led the integration of Instron Brazil and EMIC (<https://bit.ly/33uYjC6>), with active participation in the acquisition of local competitor (EMIC), restructured and implemented new sales policies and strategies to the merged commercial sales team, leading 20 team members; with a 50% growth in generating revenue.

Reporting to Headquarters in USA.

#### *Regional Sales Manager* (Oct 1996 – Jul 2005)

Responsible for consultative sales of imported products and turn-key solutions.

Reinforced the brand and become a reference in the market with an increase in sales of more than double digit each year.

### ➤ MOTOROLA (Nov 1994 – Aug 1996)

*(American Technology multinational focused on computing and mobility)*

#### *Product Engineer and Project Leader*

Launched the Motorola PowerPC computer line in Brazil. Leading commercial and support teams for custom applications in financial and commercial customers. Key contact point between headquarters in Schaumburg IL, and local partners in Brazil.

### ➤ ABINEE - UNIDO (Mar 1993 – Nov 1994)

*(United Nations Industrial Development Organization and Brazilian Association for Industrial Electrical Equipment)*

#### *Project manager*

Developed UN project focused on industrial subcontracting, reduced idleness and promoted synergy between industries.

Responsible for successful tariff reduction and exemption processes in conjunction with the Brazilian Ministry of Foreign Trade, reducing import taxes from 14% to 2%.

### ➤ ERICSSON (Nov 1990 – Aug 1992)

*(Swedish company of Information and Communication Technology)*

#### *Project Specialist*

Product development, with the nationalization of items and sourcing local suppliers. Responsible for private and digital lines.

### ➤ HEWLETT PACKARD (Feb 1987 – Apr 1990)

*(American information technology company providing hardware and software)*

#### *Product Specialist*

Responsible for hardware and special software. Developed special projects for governmental and private applications. Introduced the laboratory for calibration and special services in Alphaville/São Paulo.

## ACADEMIC BACKGROUND

- International Commerce — *Aduaneiras LEX 2012*
- Medical Devices & Bio Materials — *IMS UK 2011*
- Entrepreneurial Leadership — *Babson College 2010*
- Impact Data Interpretation — *Dynatup LAX 2008*
- ISO Audit — *Fundação Vanzolini 1994*
- BS Electrical Engineering — *USJT 1994*
- Associate's Degree in Electronics — *ITO 1988*

## LANGUAGES

- Portuguese — *Native*
- English — *Fluent*
- Spanish — *Advanced*

## SKILLS

Customer's relationship  
Business View  
People's Leadership  
Strategic Planning  
Project Management  
Administrative Management  
Market Analysis  
P&L management  
Sales, Pre-sales and Budget  
SPIN Selling Guru and Pareto Principle Coach

## STRENGTHS

Leadership  
Initiative  
Team Work  
Business-Driven  
Focus-Oriented  
Flexibility  
Determination  
Resilience

## INTERNATIONAL EXPERIENCES

- Lecturer in Congress and Fairs in Argentina, Colombia, Chile and Peru
- Meetings at Headquarters in Germany, USA and UK
- Visits and Demonstrations for international customers at various lab sites in USA, Canada, Mexico, Germany, UK...
- Provided training for agents in all South America countries
- Established offices in main Latin America countries

## HONOURS AND AWARDS

- Highlight for the results for shareholders in a company listed on the NYSE:ITW with a USD \$ 4.5 M projects on pages 20 and 21 <https://bit.ly/2jkeSda>
- 110 Club (2005 – 2019)  
Achieved over 110% of Sales Plan in consecutive years
- Highest Dynamic Sales Volume in the Americas (2014) Achieved both the highest percentage and number of sold unities.
- Highest Single Order Value (1999) Sold a simulation system to Audi for USD \$5 M

## VOLUNTEER

- Mackenzie – MOBFOG 2014 – Present  
Coacher for The Brazilian Rocket Olympiads with several gold and silver team medals since 2015
- Group Leader SMAS - Sociedade Morada Aldeia da Serra 2001 – Present  
Reforestation of Lake Orion area.

## ORGANIZATIONS

- AIST (2011 – Present)  
Member of the Association for Iron & Steel Technology (USA) <https://bit.ly/3oaMNE8>
- ABNT - Brazilian Standards Association (2016 – Present) Member of Technical Committee CB-26
- ABIMAQ - Brazilian Machinery Association member since 2005 and Vice-President of CSQI Quality Control Equipment and Machinery Chamber (2011 – 2013) <https://bit.ly/3lkMUuL>