



# CELSO RICARDO NISTERENKO

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## SALES EXECUTIVE

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### SUMMARY OF QUALIFICATIONS

- Career built in consultative technical sales, working at multinational companies of technology, software, telecommunication, instrumentation and machinery.
- Pareto principle enthusiast and multiplier of best tools to achieve results and motivation, transforming optimistic forecast in realistic orders.
- Service and sales excellence, applying Voice of the Customer feedback on all departments to ensure an excellent customer experience.
- Knowledgeable in international commerce negotiations, driving the business to correct address customer needs with the best fit from local or imported products from the portfolio to maximize margins and get high number of successful business.
- Expertise in negotiation in several segments such as: medical, educational, food, automotive, software, chemical, metal, plastic and oil & gas industries.
- Managed and coached a sales team, including sales engineers, agents and distributors.
- Led the sales company's strategic plan, from the budget definition to the operation P&L monitoring.
- Responsible for launching products throughout Latin America and defining margin, according to the suitability of the different markets.
- Operated at Home Office, factory site in Curitiba, and branches in São Paulo, Northeast and South, total mobility.
- Created marketing campaigns, increased digital channels and reinforced the local brand into global market.
- Lecturer in Fairs and Congresses, such as the Brazilian Materials Research Society Meeting, IBRACON, FISPAL, SAMPE (Society for the Advancement of Material and Process Engineering), National Institute of Technology, SENAI-CIMATEC, UFSCAR etc.
- Highlight for the results for shareholders in a company listed on the NYSE with a \$ 4.5 million sale on pages 20 and 21; the results were obtained in Brazil from sales to a customer. [http://www.annualreports.com/HostedData/AnnualReportArchive/i/NYSE\\_ITW\\_2010.pdf](http://www.annualreports.com/HostedData/AnnualReportArchive/i/NYSE_ITW_2010.pdf)
- Specialist in public bids and tenders.
- Control of sales cycle from prospecting, defining solutions, offering custom proposals, negotiation, delivery and after sales including not only service contracts but upgrades and retrofits.
- Vice President of the Sectorial Chamber of Machines, Equipment and Instruments for Quality Control, Testing and Measurement (ABIMAQ), from 2011 to 2013.
- Member of the ABNT CB-026 Brazilian Dental-Medical Hospital Committee since 2011 and Member of the Association for Iron & Steel Technology in the USA.

### PROFESSIONAL EXPERIENCE

#### ITW-INSTRON

Jan. 2015 to Mar. 2020

#### LATAM Sales Manager – Reported to Americas VP

Responsible for managing B2B sales, leading a team for global and local clients, such as 3M, GM, VW, Arcelor Mittal, Braskem, Petrobras, Du Pont, BASF, Lactalis, BRF, Nestlé, JBS, Mondelez, Straumann, J&J and Bayer, ITAL, CETEA, IPT among others in Latin America.

- In conjunction with the Business Unit, successfully developed and launched a new product line to fill Latin American customer needs.
- Restructured sales channels, hiring new agents and priced product lines by region, ensuring a 30% increase in sales.
- Established a business model for the sales of imported products throughout Latin America, with a focus in profit and customer satisfaction.
- Created Key Performance Indicators (KPIs) and short and long-range planning.
- Responsible for implementing and managing a new commercial team.

**ITW-INSTRON****Jul. 2005 to Jan. 2015**

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**Brazil Manager**

- Responsible for the whole company management, involving the sales, administrative and service departments.
- Led the integration of Instron Brasil and EMIC sales teams, with active participation in the acquisition of a local competitor (EMIC).
- Management of all steps in nationalized product launches, from team establishment, marketing and training to successful increase market share.

**INSTRON BRASIL****Oct. 1996 to Jul. 2005**

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**Sales Engineer**

- Responsible for selling products to the metal, automotive, chemical and plastic sectors.
- Turnkey (OEM) of projects for key customers as Audi and Petrobras.
- Led the sales of highly customized, robotics and automated systems line.

**MOTOROLA (DIGIREDE)****Nov. 1994 to Aug. 1996**

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**Product Engineer**

- Launched the Motorola PowerPC computer line in Brazil.
- Implemented custom applications for commercial, financial and banking system.
- Established sales and service support for the server product line.
- Organized and promoted launch events (roadshows, tradeshow, conferences) for niche market customers.

**ABINEE – UNIDO****Mar. 1993 to Nov. 1994**

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**Technical Analyst**

- Management of a team to develop a United Nations project focused on industrial subcontracting.
- Promoted contracts between leading companies in the Electrical and Mechanical sectors (Siemens, GE, WEG, ROMI, ABB, etc).
- Responsible for successful tariff reduction and exemption processes in conjunction with the Brazilian Ministry of Foreign Trade.

**ERICSSON****Nov. 1990 to Aug. 1992**

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**Product Specialist**

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

**HEWLETT-PACKARD****Feb. 1987 to Apr. 1990**

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**Product Specialist**

- Responsible for the electronic instrumentation line.
- Application, training and Calibration leader.

**EDUCATION**

- Entrepreneurial Leadership – Babson College, 2010
- B.S. in Electrical Engineering – USJT, 1994
- Associate's Degree in Electronics – ITO, 1988

**LANGUAGES**

- English: Fluent
- Spanish: Fluent
- Portuguese: Native