

Celio Rosa

Double citizenship: Swiss and Brazilian

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AREA: INDIRECT SALES | ALLIANCES | PARTNERSHIPS | GENERAL MANAGEMENT | IBGC

PROFESSIONAL PROFILE

- Successful career in large IT/Telecom and Supply-Chain multinationals, with focus on Latin America.
- Highly accomplished global Senior Executive with extensive international leadership experience.
- Proven ability to adapt to diverse cultures and circumstances while driving results and motivating teams.
- I'm thrilled to bring my international background, strong management skills, customer-centric approach, and extensive business experience to tackle new and exciting challenges.

MAIN CAREER ACHIEVEMENTS

- Strong expertise leading successful indirect sales teams, exceeding quotas above 20MUSD in Latin America.
- Proven success in recruiting and developing channels throughout Latin America.
- Develop from scratch a new generation SaaS Partner Program.
- Develop the "7-Steps Methodology for Successful Partnerships".

LANGUAGE SKILLS

- Fluent in Portuguese, English, Spanish and French.
- Basic knowledge in Italian and German.

PROFESSIONAL EXPERIENCE

• **Aug 23 – Dec 23: BRAZIL**

Stibo Systems: SaaS multidomain Master Data Management (MDM) company, focused on digital transformation.

Senior Director, Head of Alliances - LATAM

- Report to Global CSO.
- Lead an active alliances regional team (4 direct reports), focused on co-selling with global SI's as well as local boutique partners.
- Define partner activities criteria to value partner's influence and monitor KPIs.
- Grow the partner ecosystem and increase the lead source generation in all territories within Latin America.

• **Apr 21 – Mar 23: BRAZIL**

Blue Yonder, Inc.: World leader in digital supply chain transformations and omni-channel commerce fulfillment.

WW VP, Partner Program & Sales Centers

- Report to Global SVP, Partner Success General Manager.
- Led Blue Yonder's global Partner Program, launching the new generation of SaaS Partner Program ([Blue Yonder Announces Partnerfirst Partner Program](#)).
- Oversaw the Partner Sales Centers organization with 9 direct reports across APAC, EMEA, and Americas, serving as the main point of contact (24x5) for partners worldwide.
- Led multi-task teams in a multicultural environment.
- Designed and implemented strategic initiatives such as lead source Incentives, MDF, BPO, and partner health score.

• **Jul 07 – Apr 21: BRAZIL**

Oracle Communications: Best-in-class cloud services and solutions for Network Operators and Enterprises.

Sales Alliances & Channel Director, Latin America (Jun 13 – Apr 21)

- Report to Global VP, Alliances & Channels Sales.
- Led, developed, and empowered a high performing Alliances & Channel team (3 direct reports), focused on co-selling and indirect sales through SI's, channels, and regional distributors.
- Built strong partner and customer relationships, exceeding 20MUSD quota in Latin America.
- Negotiations with partners aiming to deliver a winning proposal to our customers.
- Recruited and onboarded 50+ specific Latin America channels within a record time.

Business Development Director, Latin America (Jul 07 – Jun 13)

- Provided regional sales support and focused on business development for media, enterprise, and telecom customers in Latin America, rewarded as MVP.

• **Dec 94 – Jul 07: MULTI-COUNTRIES**

LM Ericsson: Swedish multinational networking company, global leader in selling infrastructure, software, and services for telecommunications service providers and enterprises.

Director, Multimedia Sales Account, Brazil (Sep 05 – Jul 07)

- Led multimedia & service layer sales towards mobile operator VIVO/Telefonica.
- Established breakthrough contracts, multimedia content, and partnerships with third-party providers.

Director, Latin America Regional Sales Support Center, Argentina (Feb 02 – Sep 05)

- Headed the Regional Service Layer Sales Support Center for Latin America with 6 direct reports.
- P&L sales support team responsibility for Ericsson Service Layer portfolio, reporting to Product Unit Global VP at HQ.
- Served as an expat in Buenos Aires.

Product Sales Manager, Argentina (Sep 00 – Feb 02)

- Led the Service Layer Sales Support for the Brazilian market.
- Served as an expat in Buenos Aires.

Solution & Project Manager, Japan (Nov 97 – Sep 00)

- Active support interface for the Japan Telecom Account.
- Project Manager in customer implementation projects, including feasibility studies, risk analyses, resource planning, and budget management.
- Served as an expat in Yokohama.

Software Engineer, Switzerland (Dec 94 – Nov 97)

- Part of Ericsson Intelligent Networks (IN) R&D team, former Ascom Hasler, Bern.
- Led software testing activities and developed technical documentation for design and testing.

EDUCATION

- **Corporate Governance**, Instituto Brasileiro de Governança Corporativa (IBGC), Brazil.
- **Communicating for Influence**, TUCK Executive Education at Dartmouth, USA.
- **Managing Teams for Innovation & Success**, Stanford Graduate School of Business, USA.
- **Executive MBA**, Business School Sao Paulo (BSP), Brazil.
- **Managing Global Economy (MGE)**, Joseph Rotman School of Management, Toronto, Canada.
- **Negociación Efectiva**, Universidad de Belgrano, Buenos Aires, Argentina.
- **Electric Engineering Bachelor Degree**, École d'Ingénieur de Bienne, Switzerland.

MAIN TRAININGS

- PARTNERNOMICS® Partnering Foundations Certification Badge, University of Central Missouri, USA.
- Oracle Cloud Infrastructure Foundations Certification Badge, Brazil.
- Coaching Skills for Managers, Lane 4 Management Consultancy, USA.
- ValuBase™ Selling, Holden Corporation Illinois, USA.
- Sales Consultant Skills, SP Consultant UK, Buenos Aires, Argentina.
- Leadership Core Curriculum, Ericsson Executive Training, Ericsson University Sweden.
- General Model for Project Management (PROPS), Ericsson Project Management Institute, Malaysia.

EXTRA HIGHLIGHTS

- Contribution to article "**The Big Channel Secret!**", by Craig Booth <https://www.linkedin.com/pulse/big-channel-secret-craig-booth/>
- Interview: "**Are You Experienced?**", The Association of Strategic Alliances Professionals <https://www.strategic-alliances.org/>
- Volunteer, Member of the Financial Committee at Youth Christian Camp www.acampamentomab.com.br, Brazil.