

# EDWARD GONSALVES

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## SENIOR MANAGEMENT PROFILE

Qualified For Leadership Roles With High-Growth, High Potential Technology Companies

*Exceeding Aggressive Corporate Objectives | Delivering Dramatic Revenue Results | Transforming Client Relationships*

Top-performing leader with history of record-breaking achievements for global technology companies in Brazil and Latin America. Repeatedly sought out to spearhead transformational initiatives that reverse declining or stagnant revenue performance, increase market growth/presence, and give companies competitive advantage. Core competencies and value offered:

- ✓ **Sharp business acumen and proven ability/success with building and leading world-class, cross-functional teams**
- ✓ **Wide network and ready access to viable business relationships with leading companies within Brazilian marketplace**
- ✓ **History of success with penetrating new markets, advancing company reputation and identifying new revenue opportunities with key strategic partners**
- ✓ **Highly capable and experience with representing companies through press/media relations and delivering relevant presentations that capture company's key messages, values and philosophy.**

Unmatched record of performance awards and accolades for consistently surpassing multimillion-dollar business / revenue quota and aggressive market objectives in challenging, highly competitive markets. Multicultural, global background, fluent in 4 languages and extensive travel experience with 50+ countries.

**Strategic & Tactical Planning / Operating Leadership / Revenue & Profit Enhancement / Turnaround Management / P&L Management  
Press & Media Relations / High-Performance Recruiting / Multimillion-Dollar Quotas & Negotiations / Partnerships / Team Leadership**

## MANAGEMENT EXPERIENCE & PERFORMANCE HIGHLIGHTS

TERADATA CORPORATION | Rio de Janeiro, Brazil  
SALES DIRECTOR (2010 to present)

2004 to present

**Performance Impact:** Delivered explosive revenue growth, repeatedly surpassed previous records and consistently exceeded revenue goals in midst of global economic, industry and market decline.

Provide decisive, proactive management to team of 15, highly skilled senior managers assigned to 23 states in Brazil and hold full P&L responsibility. Orchestrate narrowly focused customer acquisition and business development techniques to gain close relationships with C-level executives. Handle complex business deals in excess of \$50 million and leverage innovative account management and sales generation strategies to propel continuous growth. Report directly to Latin America executive board.

- ▶ **Business Planning & Organizational Leadership:** Developed business plans, and established solid infrastructure to meet growing, diverse organizational, operational, and market challenges.
- ▶ **Strategic Market Planning:** Instituted new customer segmentation and market development strategies that maximized revenue potential, solidified best business practices and elevated customer satisfaction.
- ▶ **Deal Structuring & Negotiations:** Single handedly nurtured relationship, gained management trust and ultimately landed contract for most profitable deal with 1 of company's largest Latin American customers.
- ▶ **Unparalleled Sales Performance:** Emerged as one of top 3, highest revenue achievers in Latin America from a pool of 500+ employees;

