



Prufer, Philippe

President
GTT – Goods That Talk

Philippe Prufer is 49 years old, was born in Brazil and is a citizen of that country and France. He holds a Bachelors degree in Economics from the Federal University of Rio de Janeiro, Brazil (1984) and an MBA from the Ross Michigan Business School at the University of Michigan.

He is an Investor, Consultant and Board Member of several institutions and companies. He is a partner and Chairman of the Board of GTT (Goods that Talk) Ltd as well as partner of SKP Consulting Ltd. Prior to December 2009, he worked for 21 years at Eli Lilly. His last two roles at Eli Lilly were Vice President of European Mid Size Countries and General Manager/President of Lilly Brazil and Southern Cone. During his 21 years at Eli Lilly Philippe lived and worked in several countries.

He is a Board member of the Ross Michigan Business School, of the Instituto Ayrton Senna, of Mangels S/A and of Diagnostica Ltda. Amongst the key awards/recognitions he received are Executivo de Valor (Valor Economico 2005), Spirit of Amcham (Amcham Brasil, 2005) and Wertman Alumni Service Award (Ross Michigan Business School, 2008).

Philippe speaks Portuguese, Spanish, English, German and French.

GTT – GOODS THAT TALK

Created in 2009, GTT is a Brazilian company based in Florianopolis, Santa Catarina, that develops advanced automation solutions that use the RFID platform (Radio Frequency Identification) and other forms of automatic-identification such as GPS, OCR, Wi-Fi, datamatrix and biometrics.

GTT's products allow better tracking and traceability thus reducing need of physical contact and visual checking. This allows for improved efficiency, precision and security of the handling of materials, products, assets and people.

GTT's client base includes companies such as Multilog, Porto de Itajaí, JSL, Hospital Sírio-Libanês, Coris, Tgestiona, Oncoprod, Cardio Medical, Invasive, Medicor, Fundação Certi, DGT and Neodent.

