



Roberto Sagot Monteiro
Vice Dean at Fundação Dom Cabral – FDC

ACADEMIC QUALIFICATIONS


- Professional Master Degree in Business Administration, emphasis on Internationalization from Fundação Dom Cabral and Pontifícia Universidade Católica de Minas Gerais, 2016.
- MBA, Fundação Dom Cabral.
- Specialization in Marketing, ESPM - Escola Superior de Propaganda e Marketing.
- Bachelor in Administration, Universidade Federal da Bahia.

FURTHER EDUCATION

- PGA – Advanced Management Program, FDC / Insead
- Skills, Tools & Competencies, FDC / Kellogg School of Management.
- Responsible Management for Sustainability – FDC.
- Manager Development Program – Fundação Dom Cabral.
- “Marketing & Sales Representative”, Wet’n Wild University – Orlando/Florida.

PROFESSIONAL EXPERIENCE

- Vice Dean, responsible for Development of Organizations and International Affairs at FDC, since 2016.
- Former Marketing and Sales Manager at FDC, in charge of the Brazilian market, from 2006 to 2012. He completely overhauled the marketing department in terms of people, processes and structure; Created the CRM and Competitive Intelligence departments to generate information to aid decision-making and to manage customer lifecycle; Redefined market approach strategy through increasing focus on the Web and on database marketing; Coordinated the renewal of the educational solutions portfolio; Created and implemented the network of FDC Associates.
- Former Senior Marketing Manager at TIM – São Paulo, from June 2005 to March 2006 (A large size multinational company in the mobile telecommunications industry. The largest TIM regional operation in Brazil). He stood out for having restructured the department by aligning its structure and processes to the company’s needs and Leading a project to optimize marketing costs, which generated economies to the tune of R\$ 6MM/year – and made it feasible to meet the annual budget.

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- Former Senior Consumer Market Manager at TIM BRASIL – Tim Holding, from May 2003 to May 2005 (A large size multinational company in the mobile telecommunications industry. Tim HQ in Brazil). He coordinated the turnaround team plan that increased sales and improved unit margins: the results achieved in only three months surpassed the ones for the previous nine months before the operation; Implemented continuous actions to improve.
 - unit margins per customer, which increased the target audience by 15%, on average.
 - Led the group in charge of the operational and consumer offer integration process between the holding and its Brazilian regional operations; Led the development and implementation of the new domestic product and services portfolio for the consumer market.
 - Former Consumer Market Regional Manager at TIM MAXITEL MG/BA/SE from April 1999 to April 2003 (A large size multinational company in the mobile telecommunications industry. Tim Regional operations based in MG). He carried out the planning, development and implementation of the portfolio of postpaid tariff products, which resulted in a 20% increase in sales, together with a drop in unit acquisition costs; Led the planning and implementation process of the Tim Maxitel turnaround plan for the consumer segment. He was in charge of the pioneering launch of prepaid products in Brazil in the MG, BA and SE markets.
 - Former Prepaid Products Regional Supervisor, Product Analyst and Marketing Assistant at MAXITEL BA/SE from December 1997 to March 1999.
 - He was a Marketing and Sales Assistant at WET 'N WILD WATER PARK (SUAREZ INCORPORAÇÕES) – A mid-sized multinational company – an American water park franchise - from July 1996 to November 1997.
 - FDC graduate course professor – discipline: “Brand Management”.
 - FDC open-enrolment programs professor – theme “Social Networks”.
 - FDC Lecturer: Brand Building (Specialization Program), Innovation as a Generator of Competitive Advantage (Supere, CRM-MG), Legal Marketing (AMCHAM).
 - Guest debater at the HSM event on Digital Convergence – 2008.
 - Guest debater at the “Digital Breakfast” event about Second Life.
 - Lecturer at the Fundação Dom Cabral Paex network event – 2007.
 - Lecturer at the Ericsson Event - “Keep on Rolling” – 2001.
 - Lecturer at the “Prepaid Forum” – International Business Communications – 2001.

PUBLICATIONS

- Author of the articles: “*Valor: o sobrenome do novo profissional de vendas*” – Interplayers site, 2010; “*Miopia sobre Marketing – um risco que você não precisa correr*” Consumidor Moderno magazine, 2008; and “*A Voz é Commodity?*” Teletime magazine, 2004.



FURTHER INFORMATION

- Highlighted Advertising Awards: Professionals of the Year, Marketing Best, Popular Vote, *Colunistas*, a campaign chosen as a finalist at the New York Festival.
- A participant at HSM Business Forums and Expomanagement – 2006, 2007, 2008, 2009 and 2010.
- Attended the “Secondary Jungle Practical Experience Training” – Lighthouse Consultoria – 2003.
- Attended the Schurmann Family Schurmann Corporate Workshop with a boat race – 2002.