Ricardo Serain

Rua Aparandê, 146, São Paulo, SP
T: (11) 3876-8295 C: (11) 97617-6235
E-mail: ricardo.serain@gmail.com
Brazilian, Married, 36 years old

Objective

Brand / Marketing Manager

Summary of Qualifications

As a brand and marketing professional, my experience goes through the development and implementation of recognized processes and projects for sports and lifestyle brands. Amongst my tasks, are the repositioning, consolidation and increase of awareness and sales results of these brands with the retailer and the final consumer, adaptation of global strategies into the local market and events that elevated these names to other levels on the retail. The establishment of a Business Unit can also be mentioned since, as many other projects, demands organizational skill, multi departamental integration, business intelligence and multicultural team management.

Portuguese – Native, **English** – Fluent, **Italian** – Intermediate, **Spanish** - Intermediate

Professional Experience

Gibson Brands – From March 2015 to October 2015
Global company oriented to music and lifestyle, which portfolio counts with more than 20 house and licensed brands, including Gibson Guitars, Epiphone Guitars, TEAC, Onkyo, GoGear and Philips Audio.

- ***Consumer Marketing Manager***
  - Brand manager for GoGear Brand (earphone, headphones and Bluetooth Speakers) in Brazil. Concepts introduction, initial distribution, communication, pricing / P&L and adaptation of the product for the local market.
  - Category Manager for Philips accessories, which includes Mobile Accessories, TV Accessories and batteries. Adaptation and certification on Brazilian standards agencies, P&L and pricing management, communication and negotiation of these categories with the main players of the local market.

Luxottica Ltd. – from November 2008 to October 2014
World leader in design, production and distribution of sport, fashion and luxury glasses, with more than 35 house and licensed brands, including Ray-Ban, Oakley, Vogue, Pierre Cardin, Armani, Prada, Dolce & Gabbana, Tiffany and Polo Ralph Lauren.

- ***Brand Manager Ray-Ban (August/13 – October/14)***
  - Briefing of Research, Activation and Advertising Agencies, Creation and coordination of Trade and consumer activations (Festivals, Out-of-Home, Cooperated Initiatives and Co-Branding);
  - Commercial, marketing and communications initiatives, pricing and marging management, distribution and segmentation estrategies;
  - Integrated release (PR, Trademarketing, R&D, Trade and Consumer Activations) of special lines and communication campaigns, such as Brazil Celebration for the World Cup, Ray-Ban Denin and the "What are you made of" campaign;

OUTSTANDING: Part of the team responsible for the double digit growth in 2013/2014, and also the initiatives that increased the awareness to 86% in the category (research updated in 2014).

- ***Brand Manager Front Lines - Arnette, Pierre Cardin, Kipling and other 6 brands (September/12 – August/13)***
  - Restructuing of the portfolio, optimizing the brands and SKUs and increasing the profitability of the category;
  - Segmentation of the "Entry Level" line, adjusting prices and positioning the brands within the global portfolio;
  - Public Relations and Trade activities, associating the Pierre Cardin brand to its ambassador, Grazi Massafera;
  - Workshops and trainings for Pierre Cardin and Arnette for sales reps.

- ***Brand Supervisor Oakley - for the optical products (Sun, Prescription and Prescription Lenses), in Brazil and Latin America (November/2008 – September/2012)***
  - Considerable knowledge of other channels, as independent distributors, web and sports channel;
  - Financial Margins Control;
  - Restructuting of the distribution chain, raising from 800 to 2000 points of sales in the period, keeping quality level;
  - Participation in key visits, as negotiator and/or facilitator, to the largest and most important accounts in Brazil and LatAm;
  - Creation of the Ophthalmic Lenses business unit, which became strategic for the category;

OUTSTANDING: Product Development (along with the Headquarters Design Team) and release in Brazil and LatAm. Introduction of the entry price segment for prescription ("Oakley 1.0"), currently responsible for 30% of the business in this category. Prices repositioning in 2010, increasing the volume of sales in 30% between 2010/2011, in the ophthalmic category;

RedRover Co. – TRUE3Di – From February 2008 to August 2008
Korean / Canadian company, specialized in production and equipment for graphic animation.

- ***Marketing Coordinator***
  - Based in Toronto, Canada and Responsible for Latin America, Brazil, Portugal and Spain;
  - Management of marketing and sales processes, including customers prospection, inventory operation and shipping;
  - Development of a worldwide distribution and compensation model;
  - Brand development and enhancement of awareness.

Phillip Morris International – From March 2006 to April 2007

- ***Sales and Distribution Coordinator - Trainee Program***
  - Responsible for Southern Brazil. Analysis, control and performance reports of all sales and delivery routes, in order to reach the appropriate distribution for each region;
  - Implementation of several projects focused on cost-reduction and increasing distribution rate;
  - Responsible for over 21,000 POS, 60 sales people, and 12 business development agents;

Fundação Padre Anchieta, RTV Cultura – From July 2004 to March 2006

- ***Senior Analyst of Business Intelligence***
  - Responsible for market analysis for TV Cultura Broadcast;
  - Research into aspects of target audience, new programming, and new business development with advertisers;
  - Worked as part of a team responsible for raising profit by 80% within 2 years.

Cecrisa S.A. Revest. Cerâmicos

- ***Commercial/Marketing Senior Analyst – Trainee Program***
  - Development and execution of strategic marketing and sales plans, including product launching, positioning, advertising, and sales forecasts,
  - Implementation of a new model of channel management based on qualitative analysis and buyers profile.

Education

Post Graduation, Marketing Engineering – Expected conclusion by 2016
FIA – Fundação Instituto de Administração – São Paulo, Brazil

MBA, Business Administration – 2002
ESPM - Escola Superior de Propaganda e Marketing – São Paulo, Brazil

Bachellor, Advertisement and Marketing – 2000
Universidade São Judas Tadeu – São Paulo, Brazil

Additional Courses

Advertising and Society – 2015
Duke University - USA

Managing Fashion and Luxury Companies – 2014
Università Bocconi - School of Management, Milan, Italy

Business English Certificate – 2007
Archer College Toronto, ON, Canada

Project Management – 2006
Fundação Getúlio Vargas – Curitiba, PR, Brazil

Finances Certificate – 2005
Associação de Profissionais de Marketing e Vendas (ADVB) – São Paulo, Brazil