

# Argus Ranieri

Rua Milton José Nunes Fernandes, 295 – Chácara Santa Maria - Guaratinguetá – SP  
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*Willingness to travel and relocating, in Brazil and abroad*

## → POSITION INTENDED

Senior Marketing Manager

## → EDUCATION

- MBA in Marketing - Escola Superior de Propaganda e Marketing ESPM
- Degree in Mechanical Engineering - Universidade Estadual Paulista UNESP

## → INTERCULTURAL EXPERIENCE

- Conferences, workshops, trade shows, events, ceremonies, seminars, technical visit to suppliers and customers, etc. Participation in more than 40 international missions.  
*English, Spanish, French.*

## → PROFESSIONAL EXPERIENCE

### ▲ Embraer: 1997 to date

*Strategic Marketing Manager for Latin America; Marketing and Communication Manager – Public Relations; Institutional and Government Relations Advisor; Supply Chain Team Leader*

### ▲ Alstom: 1997

*Project Engineer*

## → TECHNICAL KNOW HOW

**Marketing Manager and Team Leadership:** 15 years' experience in team management and public relations; market intelligence and communication and promotion strategies; contracts; leadership in professional public relations activities and events; performance with market influence and coordination of Media Days with the press; relationship management and interface with area leaders.

**Commercial Management, Communications and Marketing Processes:** formulation of strategy and Sales Campaign Pipeline; strategic support to the commercial department; streamlining of marketing and communications processes; writing of magazine articles (Bandeirante, IN-Service brochure, Market Watch); briefing with the press; text writing and editing; market analysis; technology selection; benchmarking and negotiation; compliance rules; DBM; implementation of communication and relationship plan for Latin America.

**Planning, Leadership and Organization of Events:** Embraer aircraft worldwide operators conference in **Warsaw - Poland**; first aircraft delivery ceremony to **AeroMéxico** airline; Customer Conference in **Perth, Australia**; ESC - Embraer Supplier's Conference in **Guarulhos, Brazil**; attendance included ambassadors, ministers, CEO, heads of state, members of royal families and senior executives; Embraer earnings release in **New York, U.S.A.**; ceremonies to Azul Linhas Aéreas Brasileiras S.A., Aerolíneas Argentinas and Conviasa, **São José dos Campos, Brazil**; Opening of Embraer site in **Nashville, U.S.A.**; construction of Embraer's Historical Center; visits to Embraer through Foreign Ministry (Itamaraty), welcoming numerous public figures such as **Hu Jintao**, President of **China**, **Faisal Al Hussein**, Prince of **Jordan**.

**Digital Marketing Strategy:** social media strategies, findability, strategic mailing list creation, electronic market presentations via email, digital invitations and articles, website strategy development and followers monitoring, , content and video, digital media, prospect relationship management, digital platforms, product placement.

**Government Relations:** governmental relationship; performance with associations; relationship with Brazilian government and WTC – World Trade Commerce; support to legislative and regulatory affairs applicable to commercial aviation; public relations.

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**International Operations:** in more than 40 countries; management of aircraft demonstrations in support to sales campaign and events; responsible for airshows; conferences; aircraft delivery ceremonies; corporate visits and demo tours; servicing to international customers such as *Saudi Arabia Airlines* (Saudi Arabia), *Lufthansa* (Germany), *Virgin Blue* (Australia), visit to suppliers of aircraft parts, such as Gamesa (Spain).

**Projects and Business Management:** development of programs for business excellence and quality improvement; supply chain contracts negotiation and parts follow-up; budget control and reporting; negotiating with suppliers and cost control; purchasing materials lead; responsible for AL-X (Super Tucano) program and modernization of F5-BR in the Defense market; creation of computerized system for controlling parts and supplies.

**Projects Development:** preliminary designs of lifting equipment such as traveling cranes and gantry cranes to hydroelectric plants; preparation of preliminary studies for lifting machines; project analysis; calculation sheet; preliminary engineering design for the Belo Monte hydroelectric plant in the State of Para (Eletronorte) by Alstom.

## →RESULTS

- **Creation, Development and Implementation of Marketing, Communication and Promotion Plans to Commercial Aviation** in Latin America contributing to revenue generation of US\$7.5 billion.
- **Participation in Strategic Sales Program for 200 aircraft** in Latin America.
- **Demonstration of aircraft to customers**, Demo Tour in 30 countries, contributing to the conversion into sales of 50% of all such commercial actions.
- **Promotion Budget Administration** for Latin America region of US\$2.5 million with 25% reduction in marketing costs.
- **Standardization of Integrated Supply Management System** at Embraer's sites in *Melbourne* (Australia), *Le Bourget* (France), *Fort Lauderdale* (U.S.A.), *São José dos Campos* (Brazil), increasing customer satisfaction's rate by 25%.
- **Increasing process productivity from corporate visits** by reducing planning time, negotiating with suppliers, streamlining processes, outsourcing activities, with gains estimated at 30% (Budget US\$2 million), improving customer satisfaction level by 30%.
- **Costs reduction in the ABC curve** of materials, with contractual negotiation with suppliers, generating average savings of 4% per aircraft (US\$ 216 K to US\$ 520 K).
- **Award in recognition** of the Public Relations work.

## →ADDITIONAL COURSES

- Over **600 hours** in courses of Digital Marketing Strategy, Relationship Marketing, Communications, Events, Ceremonials, Business Writing, Presentation and Negotiation Skills.
- **FGV; HSM, Reinaldo Polito; Lico Reis Consulting, Miyashita Consulting; Miller Heiman; IBRADEP; The Landmark Forum Course, Fort Lauderdale, United States.**