

RICARDO AMOROSO

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- *45 years old, Master in Business Administration at Sao Paulo University.*
- Graduated in Business Administration at The School of Economic Sciences of Fundação Álvares Penteado, with specialization in Administration at graduate level at Fundação Getúlio Vargas and in Social Sciences at Pontifícia Universidade Católica de São Paulo.
- *Specialized consultant in corporate strategy and reorganization for over 20 years.*
- He was Consulting Director at Coopers & Lybrand over 4 years and Senior Consulting Manager at Price Waterhouse, where he worked for over 10 years.
- Director of SLADE – Latin America Strategy Society, where he was also chairman. Member of SMS – Strategic Management Society. He was coordinator of PNBE – National Thinking of Corporate Bases.

Consulting professional background

He has managed and led projects of strategy formulation and organizational restructuring for several leading companies in Brazil, in business fields such as telecommunications, chemical/petrochemical, pharmaceutical/veterinarian, cosmetics, food, apparel, auto parts, aviation, cement, among others. He has managed and led projects of strategy and structuring start-up projects in emerging segments. He has managed and led consulting and training projects in process reengineering for several companies in the telecommunications field in Brazil. He has also managed several consulting projects in process reengineering for companies from sectors such as credit cards, chemical/petrochemical, food, cosmetics and others.

He performed projects for implementing systems and controls for making corporate budgeting, cost analysis, accounting and financial control for companies of metalworking, agribusiness and other sectors.

International experience

Over 4 years he followed up projects of international customers from associate consulting companies of US and Canada, thus participating in training and organizational learning programs in the process reengineering field (*Rummler Brache*), benchmarking (*The James Group*) and ABC Costing (*Focus Management*).

He has participated in management development and methodology development programs for strategy, restructuring and total quality in the US, UK, and Argentina, while being consultant at Price Waterhouse and Coopers & Lybrand.

He was lecturer in several congresses and seminars on strategy, reorganization and process reengineering in Brazil and abroad.

Experience as an executive

He has managed planning, human resources and systems areas in companies such as Metalpó and Combustol, thus carrying out a wide organizational restructuring.

He acted as an assistant in the comptrollership and economic-financial planning areas at AGA S.A. (industrial gases) and Colgate Palmolive (personal care and cleaning).

Publications:

Several articles published in journals, books and specialized magazines on subjects such as globalization, business strategy and restructuring, outsourcing, alliances and partnerships.