

## OVERVIEW AND WORK WITH RENOVA:

After obtaining his Electrical Engineering B.S. degree in Rio de Janeiro, Brazil, Murilo joined Hewlett-Packard (HP), where he held several sales management positions in Brazil. In 1992, Murilo accepted an offer from HP to move to the USA as a Sales Development Manager and help Brazil with negotiations on special deals with computer manufacturers in the US. Later, Murilo became responsible for implementing the HP Hi-End Laser Printers Marketing Program in Latin America.

Murilo decided to leave HP after 20+ years to become the Director of Latin America Sales, based in California at NetManage Software. Years later, Murilo joined KANA Software where he expanded his business and management skills leading the start-up company to do business in Latin America's market and open an office in São Paulo, Brazil. Using his experience in sales and marketing, Murilo joined SAP-Brazil as a Readiness Manager to develop a comprehensive and successful Sales Training Program for Latin American Sales teams.

Since 2008, Murilo holds a Real Estate license and has been active in the Bay Area residential Real Estate arena. In 2015, Murilo has joined friends from Rio de Janeiro to become an independent consultant in finding software solutions for Brazilian companies as well as finding American companies with a desire to invest in Brazil.

*Murilo's extensive experience and acumen in business, management, sales, marketing, and in the real estate industry makes him an invaluable advisor to the RENOVA team of consultants in providing counsel in business and administrative matters for the company.*

## SIGNIFICANT PROJECTS AND EXPERIENCE:

- ❖ Consulting for Implementation of Software Solutions (PRW)
- ❖ Enablement Program for Sales Force, Pre-Sales Engineers & Partners (SAP)
- ❖ Sales Training to Small & Medium Enterprises Sales Force in the Latin America Region (SAP)
- ❖ Channel Partnerships with Consulting Companies (i.e., IBM, Accenture, Unisys, KPMG, HP) in Latin America and eCRM Market (KANA)
- ❖ Development and Implementation of Business Plans (KANA, NetManage)
- ❖ High-Speed Laser Printers Marketing Program for Latin America (Hewlett-Packard)



## MURILO RENOVATO Business, Sales & Marketing Advisor

### EDUCATION

B.S. in Electrical Engineering, Computer Systems Emphasis  
Pontificia Universidade Católica (PUC)  
Rio de Janeiro, Brazil

Post-Graduate Studies, Marketing  
Pontificia Universidade Católica (PUC)  
Rio de Janeiro, Brazil

### CERTIFICATIONS

Real Estate License (2008)

### LANGUAGES

English, Portuguese, Spanish, Italian

### PROFESSIONAL CAREER

PRW Representação Comercial e Consultoria,  
Consultant  
2015 – Present

Real Estate Agent  
2008 – Present

SAP Latin America, Readiness Manager  
2007 – 2011

Digital Revolution, Consultant  
2002 – 2006

KANA Software, Manager for Latin America Operations  
1998 – 2001

NetManage, Manager for Latin America Sales and Marketing  
1996 – 2001

Microlab, Systems Manager  
1979 – 1984

Hewlett-Packard, Sales Development positions  
1974 – 1996