

## **RAFAEL D'ANDREA**

Website: [www.rafaeldandrea.com.br](http://www.rafaeldandrea.com.br)

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Brazilian-Italian citizen

### **Overview**

- *Strategic vision, with proven business innovation record as executive, entrepreneur, author and lecturer in emerging markets.*
- *Sales & Marketing multichannel experience in large FMCG companies such as Mondelez, Danone, Bunge, and tens of Fortune 500 consulting clients in areas such as marketing analytics, customer experience, retail category development, and consumer behavior nudge.*
- *People-oriented senior professional, with Master in Organizational (clinical) Psychology and Coaching for Change at INSEAD (approved with distinction).*
- *Adaptive entrepreneurial mindset, founder and managing partner of the Toolbox Group, a marketing research and consulting/training company focused on top FMCG companies in Latin America.*
- *Intellectual leadership as writer of best-selling books on trade, channel and shopper marketing, with more than 6 thousand copies sold in Brazil.*
- *International Trade Advisor with experience in growing businesses for companies overseas.*
- *Excellent communications skills in Portuguese, English and Spanish, with more than 100 professional (paid) lectures, and more 600 interviews published/broadcasted.*

### **Professional Experience**

#### **Since 2005 -The ToolBox Group (Marketing services group of companies) - Founder and CEO ([www.thetoolboxgroup.com.br](http://www.thetoolboxgroup.com.br))**

I am the managing partner of The Toolbox Group. A reference in channel innovation consulting and shopper marketing analytics for top FMCG companies in the country. I lead 300 field contractors, 25 permanent staff, and research presence in over 400 cities in South America. Its main clients include J&J, Whirlpool, Reckitt Benckiser, Avon, Mattel, Pepsico, Mondelez, Abbott, Carrefour, among others. During the last 10 years, I have generated over 50MM in projects with top 100 FMCG/Pharma companies in Latin America.

#### **Since 2014 – Marketing Advisor for the Government of New Zealand Trade and Enterprise.**

Trusted advisors at NZTE ([nzte.govt.nz](http://nzte.govt.nz)) for Kiwi companies expanding in Latin America.

#### **From 2005 to 2007 - National Channel Development Manager at Bunge S/A.**

Channel architecture and sales service pack redesigning, involving 1000 salesmen, 150 managers and over 20K clients, and implementation in a very complex matrix-based corporate structure.

#### **From 2001 to 2005 - Sales/Key Account/Trade Marketing/National Operations Senior Manager at Danone Brazil (Dairy)**

Co-creator of the globally awarded door-to-door sales channel. In these roles, I was responsible for a team of 75 employees nationwide, and the #1 account (Carrefour) as well as one region with 25 million consumers and 10% of the company's sales. Also responsible for geographic channel, promotion planning, sales budget control, pricing and S&OP nationwide, as National Sales Operations Manager. As Trade Marketing Senior Manager, I

was responsible for indirect channel execution, planning, training, and activation in more than 80K stores across the country.

**From 2001-2001 – Primera Consultoria e Particip. Ltda. (Digital start-up), founder**

Pioneer enterprise in online training marketplaces in Latin America. The company was funded by professional investors (seed). It was terminated in September/2001.

**From 1998 to 2001 - Kraft Foods/Mondelez Key Account Coordinator**

Responsible for key-account planning, channel intelligence, and joint business plans with the top 100 clients of the company in 4 divisions: beverages, biscuits, chocolates, and tobacco.

**From 1995 to 1997 – Intern at Shell Oil, Votorantim Pulp and Paper, FEA Junior (student entity), São Paulo Swiss Chamber of Commerce.**

**Other Professional Activities**

**Since 2009 –Lecturer and Corporate Trainer**

- Instructor at top tier Brazilian Business Schools: Fundação Getúlio Vargas ([www.fgv.br](http://www.fgv.br)), Insper ([www.insper.edu.br](http://www.insper.edu.br)), FIA ([www.fia.com.br](http://www.fia.com.br)).
- More than 100 professional lectures given for FMCG companies in Latin America.
- Company trainer for more than 3000 business executives since 2009.
- Professional leadership coaching for senior executives, since 2017
- International professional speaker (Asia/Africa/South America/Oceania)

**Books published in Portuguese, Spanish and English**

- Reinventando-se depois dos 50 anos de idade (2018, Ed. Gen)
- Trade Marketing (2010), Ed. Atlas
- Shopper Marketing (2011) [Portuguese/Spanish]
- Trade Marketing Pontos de Vista Expandidos (2012)
- With an eye for the Shopper (2013) [English/Portuguese]
- Shopper Safari (2014)
- Trade Marketing, Ed. FGV (launching in Sept'2018)
- Bonus Careers - Reinventing yourself after 50. Ed. Atlas. (launching in Oct'2018)

**Education**

- INSEAD** -Executive Masters in Organizational (clinical) Psychology and Consulting for Change - 2016 Asia Campus - Singapore, (awarded with distinction)
- Universidade de São Paulo** – FIPE -Post graduate in Economics 2000-2001 São Paulo
- University of Berkeley** -Certificate of Marketing 1998-1998, USA
- Universidade de São Paulo** – USP -Bachelor in Business Administration 1994-1997
- Dardeen Business School**, Marketing Analytics, 2013, Charlottesville-USA

**Languages**

-English: fluent; Spanish: fluent; Portuguese: native

**Volunteer Activities**

**From 2012 to 2013 -Vice President of Agencies at POPAI Brazil**

**From 2006 to 2014 -Djampel Pawo Buddhist Association - President (Brazil)**