

Alex Lima

Business & Technology Global Executive

Experience

Member Board of Directors at Maxpeople USA

February 2015 - Present (11 months)

Member of the Board of Director, company Director

Executive Vice-President, Latin America & The Caribbean at ProcessMAP Corporation

December 2014 - Present (1 year 1 month)

Management of the Latin America and the Caribbean business, including strategy, partnership ecosystem, client management, business development, sales and marketing. ProcessMAP is a global leader in the Environmental, Health and Safety (EHS) software market, being cloud-based platform, including integrated EHS management system, sustainability and compliance management. Se more at www.processmap.com.

Managing Director at Maxpeople USA

April 2005 - January 2015 (9 years 10 months)

Management of business and technology programmas, M&A, investment structuring and private equity. Company restructuring (from strategy to execution), operational improvement, sales and delivery of technology programs. Business and IT alignment. Management of technology companies with focus on natural resources, diverse areas of manufacturing, distribution, health care. Global PMO, product development and launches. Education group does executive and online training, plus specialized training programs. Company with offices in Miami (Maxpeople USA) and in Sao Paulo, Rio de Janeiro and Brasilia (Maxpeople Brazil).

Senior Advisor at ERT Group

August 2012 - December 2013 (1 year 5 months)

Enterprise Resource Technologies (ERT) is a company with business (ERP) and infrastructure solutions. Advisory services in business processes, and the information technology to enable organizations to drive more profits, reduce costs and become more productive. Client engagements are in industry-driven solutions (manufacturing, transportation, pharmaceuticals, distribution) and cross-industry solutions (business intelligence, enterprise integration and business process management), with the appropriate enterprise architecture and data management/services.

Senior Partner at The Highland Group

August 2012 - June 2013 (11 months)

The Highland Group is a partner and expert resource pool for Senior Executives. We identify critical client needs - the ones that have "consequences" if not fixed - and deliver measurable financial results that significantly impact operating performance. We are experts in working capital optimization, overall

equipment efficiency improvement, total logistics costs reduction, manufacturing cost reduction, productivity improvements, supply chain optimization, inventory turn over increase, maintenance management, transportation management, sourcing improvement, supplier management, energy reduction among other areas. Our success comes from deep industry experience - our consultants have extensive industry experience, and with working with all levels of the organization to deliver the projects. Our focused implementation drives on-going client results.

CEO at Three2N Inc.

July 2010 - April 2012 (1 year 10 months)

Three2N is a highly innovative software company formed by two divisions - ALT Software and Three2N Inc. It delivers high performance business intelligence with effective management of very large data sets, multi-dimensional & spatial data and mobile & embedded devices. Strong application in oil and gas, utilities, mining, automotive, high-tech, government, civil engineering, urban planning and medical. Offices in Canada, US and Ukraine.

Managing Director & General Manager, Sales and Partners, Canada and Latin America at Microsoft

July 2008 - August 2010 (2 years 2 months)

Managing Director and General Manager, sales, marketing and partners for natural resources, manufacturing and distribution industries. Responsible for sales and delivery of all Microsoft and third party portfolio for clients in Canada and Latin America. Management of alliances and partners and execution of global programs locally. Member of the Global Leadership Team for Industry Sales.

Managing Director & General Manager, Sales and Partners, Latin America at Microsoft

March 2005 - June 2008 (3 years 4 months)

Managing Director and General Manager for sales and partners for Latin America. Responsible for sales, marketing and delivery of products and services for natural resources, manufacturing and distribution industries in Latin America. Member of the Global Leadership Team for Industry Sales. Management of alliances and partnerships with critical solution and services providers.

Worldwide Director Sales and Partners, Natural Resources, Manufacturing and Distribution at Hewlett Packard

June 2001 - March 2005 (3 years 10 months)

Global sales of a defined portfolio of HP products and services to clients in Europe, Latin America, North America and Asia. Management of alliances and partners for products and services. Responsible for sales, marketing and delivery. Member of the Global Leadership team of Industry Sales.

Senior Manager at Cap Gemini Ernst Young

November 1997 - June 2001 (3 years 8 months)

Sales and delivery of information technology, ERP, supply chain management and process consulting engagements in aerospace, chemical, heavy industrial, food and high-tech clients in the US and Canada. Development of software solutions to address specific business and IT infrastructure needs. Staff of 8 people

plus large teams in specific engagements. Strong contributor to the knowledge base with articles and white papers. Frequent speaker in internal events about cross-cultural matters and global business. Reported to Partner.

CIO at Alumax Engineered Metal Processes

1994 - 1997 (3 years)

Managed the corporate and the process manufacturing IT organizations for 3 manufacturing plants - St Louis MO, Bentonville AR and Jackson TN, and one sales office in Detroit. Member of the Alumax Inc IT Leadership team, driving strategic alignment among divisions. Transformed the IT organization to a world-class team of professionals, with the general recognition of the organization as the top performer group in about 1 year. Reported directly to the Division President.

Research & Teacher Assistant at University of Missouri - Columbia

1992 - 1994 (2 years)

Industrial engineering research on manufacturing simulation, with the application of operations management and financial management. Teaching in the Industrial Engineering and Mathematics departments.

Production Manager at Whit Martins (Union Carbide)

1987 - 1991 (4 years)

Management of production planning & control, project management, materials management, information technology and warehouse management. Three production lines, including serial production and custom-made plants.

Construction Manager at McLaren Construction Company

January 1987 - December 1987 (1 year)

Management of oil and gas construction projects, including pipelines, refinery equipment, civil engineering, structural design, maintenance of key equipment, fabrication of parts for refineries and platforms

Senior Marketing and Operations Manager at Exxonmobil

January 1983 - December 1986 (4 years)

Operations management, refined products inventory management, pipeline operation, distribution, logistics with the retail system, integration with the retail system, special engineering projects, safety.

Summary

Extensive experience in starting, growing and developing organizations, divisions, business and companies into profitable execution. Expert in company restructuring, high performance operations, M&A, working with Board and C-level execs to create a compelling strategy and top execution. Strong experience in coaching, mentoring, formal education, teaching and development professionals. Ability to understand and perform well in complex environments, matrix organizations, politically complex situations and consultative selling,

including large deals. Successful formation of multicultural teams with regional and global execution. Business plans leading to YOY growth, repeat business, increased shareholder value and investment funds. Worked in private equity, start ups, small, medium and large organizations in a variety of LOB and consulting positions, managing small and large teams of senior professionals. Managed teams in the Americas, in Latin America, Europe and Asia. Extensive knowledge of the business processes and technology requirements of natural resources, diverse areas of manufacturing (discrete, batch, process), chemicals, tobacco, distribution and logistics, high-tech, consumer goods, automotive, selected financial services and health care. Rare combination of business and technology expertise, speaks English, Portuguese, Spanish and French fluently. Private equity Working experience at Board and Cx level M&A Coaching, mentoring, education Company restructuring for profitability Operational improvement: productivity, information, integration and collaboration Implementation of collaborative and cloud technologies Alignment of operational and financial management Creation of high performance sales and marketing teams Management of teams in Europe, Asia, North America and South America Board of Directors Product development, launch and management Global PMO Business and technology alignment and execution Information technology strategy and execution

Organizations

WLRN - Public Radio

contributor

Engineering Council - Brazil

Engineer

Member of the Brazilian Engineering Council

Honors and Awards

Microsoft High Potential Program

Microsoft

By invitation only, participation in the Microsoft High Potential Program

High Performance Award in Teaching and Researching

Mizzou

1994

Languages

Portuguese, Spanish, English and French

Skills & Expertise

Team Building

Multicultural

Fundraising

Visioning

Operations

Sales Management

Technology Development

strategic marketing
Languages
Entrepreneurship
Financial Modeling
emerging markets
business scorecard
Finance and operations integration
Marketing Strategy
Technology
Emerging Markets
Outsourcing
Kanban
Integration
Business
Sales
Six Sigma
Business Development
Start-ups
Program Management
Strategy
Strategic Partnerships
Project Management
International Sales
Executive Management
Management
Business Planning
Leadership
ERP
Change Management
Mergers & Acquisitions
Sales Process
Operations Management
Consulting
SaaS
Telecommunications
Business Process
Product Management
Enterprise Architecture
Mobile Devices
Go-to-market Strategy
CRM
Solution Selling
Professional Services

Education

Technological University of America

Master's degree, Computer Systems Networking and Telecommunications, 2011 - 2012

Microsoft High Potential Program

Training, Leadership, 2007 - 2009

Activities and Societies: Strategy, management development, leadership, people skills, business and technology alignment, coaching and mentoring others

Microsoft Leadership Academy

Adaptive Leadership, Advanced Management, 2007 - 2007

Activities and Societies: Adaptive leadership, advanced techniques for people development, mentoring, effective training methods, coaching for success, planning and execution

Microsoft Management Excellence

Management Excellence, Studies in management best practices and high-performance team building, 2007 - 2007

Activities and Societies: Deep understanding of good (and bad) management practices. Insights about leadership, how to motivate, coach and develop people.

Massachusetts Institute of Technology

Extension, Robotics, automation, 1997 - 1997

Activities and Societies: Robotics and Artificial Intelligence; study of methods and algorithms to optimize robots and machine intelligence

University of Missouri-Columbia

MS, Industrial Engineering, 1992 - 1994

Grade: 3.93 out of 4.0

Activities and Societies: Research Assistant Teacher Assistant Math department tutor Undergraduate mentor

Pontificia Universidade Católica do Rio de Janeiro

Business Administration, MBA - Finance, 1984 - 1986

Activities and Societies: MBA

Universidade Federal do Rio de Janeiro

BS, Mechanical Engineering, 1980 - 1984

Activities and Societies: CREA - Regional Council of Engineering and Architecture

Colegio Santo Antonio Maria Zaccaria

Colegio Zaccaria, High School - electronics, 1972 - 1979

Activities and Societies: Electronics Technician; Soccer team; class representative; student center leadership

Interests

Business and technology to improve the planet; improve people's lives; design organizations that have great flow; adaptability; rural communities; micro finance and start ups; reduction of poverty; environmental impact; green technologies; reduction of all waste and making systems lean, simple and easy to use and operate; contribute to the reduction of inequalities in the planet; energy challenges; training, motivation, leadership, development

Certifications

Microsoft Management Excellence



Alex Lima

Business & Technology Global Executive



21 people have recommended Alex

"Alex has a strong business knowledge he uses very well for understanding client needs. And the most critical aspect in a consulting business is exactly that: understanding client needs to be able to implement the required solutions."

— **Eduardo S.**, worked indirectly for Alex at The Highland Group

"One of the most interesting people I have worked with, Alex is that rare mixture of top-level executive, hands-on expert where needed, linguist, and mentor. He takes pleasure, as he should, in helping people learn and grow. But not only that, he actively engages people, and that most unusual characteristic of a C-Level person – Alex listens. His personality simple makes one want to help him. I know, I did. Because he has the best interests of his company or clients at heart, and knows that the people working for him are the keys to success. I will add that his energy level is simply phenomenal! He must run on Energizer batteries! I sincerely want to work with Alex again. And if you engage his services, you will not want to let him go."

— **Ken B.**, worked indirectly for Alex at Three2N Inc.

"Alex is a seasoned executive who does a tremendous job balancing the need to think strategically with the tactical demands of operating a business. He has boundless energy and enthusiasm that enhances the dynamics of every team he works with."

— **Ron T.**, worked directly with Alex at Three2N Inc.

"Alex is a seasoned and results focused business leader who has a unique ability to see patterns in clouds, to drive rigorous execution and make things happen! Articulate, passionate, energetic, and driven about his values and what he believes in. Alex has a wealth of cross industry business and technology depth, giving him the executive gravitas, credibility and wisdom that inspires his customers, business partners and teams."

— **Roy S.**, worked directly with Alex at Microsoft

"Alex has a fantastic drive and entrepreneur spirit. His can-do attitude literally obliterates obstacles and motivates everyone that has the pleasure to work with him. Alex is always up to date with the pulse of the market and the industry. He is very well informed and knowledgeable of management techniques, which is a great asset, positioning his potential well beyond his technical sales role. Alex is also a very good at

managing people and keeping a team focused. He is a competent professional, has an intense personality and fun. It was a pleasure to work with him at Microsoft and it is a pleasure to keep him as a good friend!"

— **Fabio C.**, worked directly with Alex at Microsoft

"In 2006- 2008 I have worked with Alex Lima numerous times, when he has asked me to present on energy technology from a CIO perspective at Microsoft Sales Universities and Latin American CIO Summits. I have really enjoyed working with Alex because of his professional and personal qualities, which position him in the elite of the global technical sales community. Alex has a high-energy, no-barriers approach in all his endeavors. He doesn't compromise in any way when meeting the business and technology requirements of his customers. I really liked the creative, dynamic way he addresses opportunities and solves problems. Alex has absolute commitment to the power of software technology to transform industry. He communicates the connections, common problems and shared solutions across the spectrum of manufacturing, energy and utilities. He has a strong practical background in manufacturing technologies, and refreshes his knowledge by constant self-guided study in a wide variety of business and technology disciplines. Alex has strong relationships with manufacturing CIOs across Latin America, and is able to attract very interesting speakers to his events. Alex also motivates and inspires his own team very well."

— **Alan N.**, was with another company when working with Alex at Microsoft

"Alex is one of the best industry executives I had the pleasure to work with both at Hewlett-Packard and at Microsoft. Alex is extremely knowledgeable of the high tech industry and of the customer business and needs; Alex is extremely fast and brilliant in developing strategies and solutions that apply to specific customers as well as to the industry at large. Alex is extremely ethical and honest, a charismatic leader and a very strong people manager and coach with a genuine passion for people growth and development."

— **Michele (Mik) I.**, worked directly with Alex at Microsoft

"Alex has that unique and wonderful combination of business sensibility and technical understanding. He is incredibly energetic, engaging and hard-working. He doesn't try to sell a product to a customer; he looks to partner and develop long-term solutions rather than short-term fixes. I have had the good fortune of working with Alex on several field and partner sales training events focused on Microsoft's Latin America sales force. Someone that understands and appreciates that IT solutions are only of value if they address business problems, he is among those few that can truly grasp both the business decision maker's needs as well as conduct detailed technical discussions with IT organizations. Alex has a passion for what he does and carries it forth with a wonderful positive attitude and confidence."

— **Loren P.**, worked with Alex at Microsoft

"Alex is an excellent business development professional with a deep understanding of the Industry. He has strong selling skills, an extraordinary ability to coach sales professionals while developing very strong

relationships with customers and partners by observing very high work ethics and delivering on his promises. I highly recommend Alex personally and professionally."

— **Juan F. M.**, worked with Alex at Microsoft

"Alex, is senior and polyglot sales executive with deep and ample experience in the Oil&Gas and Manufacturing industries. I worked closely with Alex when I was responsible of the Oil&Gas segment in Venezuela and he provided strong strategic and executive support to drive the business locally, including speaking in local industry seminars to position Microsoft Oil&Gas vision and driving local industry partner engagement. Alex also developed the Manufacturing community in Microsoft in Latin America, bringing regional teams together for best practice sharing. My partnership with Alex has extended to my current role where he has been a great advocate for driving Unified Communications sales in the Manufacturing industry for the Latin American region and Canada. Alex is a great person to work with as he always has a great collaboration attitude, and drive to over achieve goals."

— **Andres C.**, worked indirectly for Alex at Microsoft

"Alex is absolutely dedicated, he learns constantly, listens to the opinion of the market, his customers, the media and the academia, to then develop highly educated positions. It is fascinating to talk to him about any and most topics, as he is truly informed. In his field, and in his work he is consummately a true professional, tirelessly dedicated to providing the highest level of quality, to every interaction he has with our customers. I highly recommend Alex and it has been a continuous pleasure to collaborate with him."

— **Eduardo K.**, worked with Alex at Microsoft

"Alex is a senior professional with a tremendous knowledge of the IT market specially those related to the Manufacturing Industry. Alex is full of energy and is constantly raising the bar of his team. Extremely energetic and focused on his and team goals, always sharing his knowlege and ensuring his people is getting the right recognition for their job. Alex is always avaiable to help you and he does not take a no as easy answer. He never gives up and is always looking for the big picture and getting great results with his team. I reported directly to Alex and learned everythink I know about Manufacturing from the coach he gave me while managing me. I HIGHLY recommend Alex!!!!"

— **Jose Fernando C.**, reported to Alex at Microsoft

"Alex Lima is great lider who managed to develop and grow the Industry Community within Microsoft Latam. He is very passionate about Business Applications and Customer needs, with deep Industry Knowledge and Experience. Our customers recognized him as a Subject Matter Expert not only in many solution areas but in business itself. He guided us to focus on selling value through solutions. Great Coach."

— **Alexander N.**, worked indirectly for Alex at Microsoft

"Alex is certainly one of the most driven Business Executives that I have had the pleasure of working with. His "CAN-DO" and "THINK BIG" attitude, combined with his experience, objectivity toward goals, charismatic personality and relationship skills is a winning combination for any organization with aggressive success targets. He motivates all those who work with him with a very outgoing personality and a very positive perspective on things, which makes it a very pleasant experience to be around him. Alex has a broad and deep professional experience as well as a vast overall personal culture, which he is always willing to share. Alex is also a good friend."

— **Pedro P.**, worked directly with Alex at Hewlett Packard

"Alex was one of our strongest sales leaders in the manufacturing group and it was always a pleasure to work with him. He knows Supply Chain inside and out, and really got the business rolling for us in Latin America and elsewhere. I'm happy to give Alex my most sincere recommendation."

— **Brian F.**, worked directly with Alex at Hewlett Packard

"I had an enjoyable time working closely with Alex in his global role and when I was in the regional extending manufacturing team. From my many interactions with him, I know him to be an excellent leader - passionate in his pursuits, knowledgeable in the manufacturing domains, highly effective in a multi-cultural global environment and an expert collaborator. I strongly endorse his leadership and had learned a great deal working with him."

— **Buck-Seng N.**, worked directly with Alex at Hewlett Packard

"I actually worked with Alex in a number of different roles, and have always been impressed by his ability to understand customer situations in his own country, but also around the globe. He combines a charming, easy-going relationship capability, with an in-depth understanding of the business. In one conversation he can dive from simple common sense to deep mathematical models to make the points he has to make, impressive."

— **CHRISTIAN V.**, managed Alex at Hewlett Packard

"Alex is a great professional and has a strong and solid knowledge in Manufacturing arena. I had good times working with him at HP as he is very focused and results oriented. His Sales and Consulting skills gives him an enormous ability to deal with different situations bringing excellent contributions to customers and employer. Further to that he has an impressive creativity capability, which characterizes him as a very serious, determined and committed person."

— **Paulo Roberto B.**, reported to Alex at Hewlett Packard

"Alex Lima is not only a great professional, but also a great person. He is very committed and delivers the required results on time on budget. Alex manages problems with experience and drives the resolution process involving all required resources to get the best possible solution. His experience in the IT area are key to

implement and manage change in the organizations. His language skills are also a very important asset to help the problem resolution and the management in global or multi-region companies. Alex is a great asset in any company."

— **Yannick V.**, worked directly with Alex at Cap Gemini Ernst Young

"I had the pleasure of working with Mr. Lima when we were both with Alumax Engineered Metal Processes in St. Louis, Missouri. I had been with the operations for approximately 20 years and held the position of Director of Process Development. Alex was in charge of IT during this period. We were in transition into full commercialization of a new metal forming process that had been under development for 15 years. Process controls systems and interface of process/production information to business decision information was a key item to achieve success. To accomplish the objective of integrating the various sources of data into a meaningful information took some special leadership; Alex provided the needed leadership skills. Formerly, there were many people involved in putting forth their particular pet methods-some good, some not to good. Alex was able to apply good logic to sort out the meaningful from the excess and inappropriate. He was direct, able to make decisions, but also open to suggestion. A most obvious and essential trait that Alex possessed was the ability to be proactive and provide a guiding vision of what a system needed to do and to provide. Many people in this type of position, I found, are not able to pull an encompassing picture of a situation and what needs to happen in the long run. I felt Alex to be an important and pleasant colleague at work. He was a valued asset to the company."

— **Alan Koch**, worked directly with Alex at Alumax Engineered Metal Processes

"I first met Alex in 1993 at the University of Missouri. At the time, I was an undergraduate student studying statistics and Alex was a graduate student pursuing a degree in industrial engineering. From what I remember, Alex showed great concern toward his work. Although his studies were of the sort that generally fell beyond my knowledge base, he explained his project work with great enthusiasm and within a level that I could understand. Over the time I knew Alex, I was able to meet others who worked with him. His peers show high regard for him and his contributions. According to all outward appearances, Alex showed himself to be a team player. As is the case now, Alex was friendly to everyone he encountered and showed great interest in the work others were doing."

— **Brian N.**, studied with Alex at University of Missouri-Columbia

[Contact Alex on LinkedIn](#)