

PAULO MARQUES

NATIONAL SALES MANAGER | CHANNEL SALES | BUSINESS DEVELOPMENT

Technology, Computer Hardware & Consumer Electronics | Brazil & Latin America

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EXECUTIVE SUMMARY

Senior executive with 20+ years in sales, channel management and business development for technology, computer hardware and consumer electronics companies across Brazil and Latin America. Expertise in go-to-market, distribution, retail, e-commerce, strategic accounts, P&L, pricing, margin management, forecasting, demand planning, sell-in and sell-out.

COMMERCIAL IMPACT

- Pantum: seven distributor/importer partnerships, 25% segment share within 24 months and 35% year-over-year sales growth.
- Cooler Master: achieved a 30% market share across PC Coolers, Power Supplies (PSUs) and PC Cases.
- Alcateia: delivered more than 100% online-sales growth within one year and expanded the inside-sales team from 20 to 40 professionals.

PROFESSIONAL EXPERIENCE

Independent Business Development & Commercial Operations Consultant — PH Marx

April 2025 – Present | Paulínia, Brazil | Projects across Brazil and Latin America

- Develop projects for clients and brands, leading prospecting, needs assessment, proposals, negotiations, partnerships and new revenue channels.
- Automated pipeline, proposals, contracts, scheduling and delivery, reducing average turnaround from seven days to 24 hours; lead teams of up to six professionals across corporate projects and brand activations, including Sportograf/HYROX.

National Sales Manager — Pantum International Limited

August 2022 – April 2025 | Brazil & Paraguay

- Built the commercial operation in Brazil and Paraguay and established seven distributor/importer partnerships during the first year.
- Contributed to achieving a 25% share of the laser printer segment within 24 months and delivered 35% year-over-year sales growth.
- Managed channels, strategic accounts, pricing, MSRP, sell-in, sell-out and forecasting; led trade marketing, Pantum VIP and participation in national and international trade shows.

Sales Executive | Business Development — Lexar (Longsys)

August 2021 – August 2022 | Brazil & Paraguay

- Led the market-entry strategy, onboarded more than ten distributors and established nationwide coverage, exceeding the commercial and expansion targets established for the period.
- Managed strategic accounts, retail media, sell-out, demand planning and partner sales training.

PROFESSIONAL EXPERIENCE — CONTINUED

Commercial Coordinator | Buying & Category Management — KaBuM!

October 2020 – July 2021 | Limeira, São Paulo, Brazil

- Managed the P&L of a strategic e-commerce and marketplace category: pricing, margins, promotions and joint business plans with global vendors.
- Led forecasting, inventory and commercial execution for Black Friday and Mega Maio using data analysis and ABC classification.

Channel Manager — Cooler Master

October 2018 – May 2020 | Brazil

- Managed the national channel and strategic-account strategy for gaming hardware, achieving a 30% market share across PC Coolers, Power Supplies (PSUs) and PC Cases.
- Led e-commerce, sell-out, digital demand generation, influencer relationships and company representation at CES Las Vegas.

Product Manager | Computer Hardware & Gaming — Agis Distribution

September 2016 – August 2018 | Campinas, São Paulo, Brazil

- Managed P&L, pricing, margins and profitability for Intel, AMD, ASUS, Kingston, Corsair and Cooler Master product lines.
- Negotiated pricing, rebates and trade-marketing funds; developed go-to-market and managed launches, imports and logistics.

Business Unit Manager | Computer Hardware — Officer Distribution

August 2014 – June 2015 | São Paulo, Brazil

- Led P&L, strategy and the PC Hardware business-unit team; managed global vendors, rebates, sell-in, sell-out and portfolio strategy.

Product Manager | PC Hardware — SND Distribution

April 2012 – April 2014 | Barueri, São Paulo, Brazil

- Managed global hardware and gaming portfolios, delivering more than 50% annual growth in the gaming line.

B2B E-commerce Manager — Alcateia Distribution

November 2003 – February 2009 | São Paulo, Brazil

- Progressed from inside sales to e-commerce manager; ranked as top salesperson for two years, expanded the team from 20 to 40 professionals and delivered more than 100% online-sales growth within one year.

EDUCATION

Postgraduate Program in Digital Marketing — Uninter (2022–2024) | Bachelor's Degree in Marketing — Universidade Paulista (2004–2007) | English Immersion Program — International English Schools of Canada (2011)

CORE COMPETENCIES

National Sales Management • Channel Sales • Business Development • Distributor & Partner Management • Go-to-Market Strategy • Market Entry • Strategic Accounts • P&L Management • Pricing & Margin Management • Sales Forecasting • Demand Planning • Sell-in & Sell-out • Retail & E-commerce • Trade Marketing • Retail Media • Import Operations • Computer Hardware • Consumer Electronics

LANGUAGES

Portuguese — Native | English — Fluent (Full Professional Proficiency) | Spanish — Intermediate (B1)