

# Bruno Nunes

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## Personal Information

Name: Bruno Miguel Silva Nunes

Birthday date: 21-11-1971

Birthplace: Lisbon

Marital Status: Married

Children: 02

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## Executive Profile

I work in the last 20th years as a Country Manager (Portugal and also Spain) and International Sales & Marketing Director. Experience consolidated in the restructuring and merger companies (Olive Quimica from Wolf Group and Stanley Black & Decker), deploy and development of multinational companies in Portugal (Garland by Productos Mcland, Quilosa from Selena Group and Berry from Beaulieu Group), preparation of P & L, development and implementation of strategic plans, cost control, lead the startup, creation and development of companies and commercial teams. As a professional currently intend to embrace a new project or implement a new business, while maintaining the objective of my personal development skills, because only then I can answer the company needs and strategies.

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## Specialist

Country Manager, Managing Director, New Business Development, International Sales Director, Sales Management, Marketing Strategy, Team Leadership, Start-ups, Account Management, Strategy, Mergers, FMCG, Talent Management, B2B Specialist, Leadership Development, Restructuring, P&L Responsibility, Advertising, Cost Control, Driving Business Growth, B2C Specialist, BDM, Working Capital Management.

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## Professional Experience

### DL CHEMICALS

(01-07-2020 until now)

Always exclusively focused on the high professional market the company grew to be a successful in Belgium (headquarters) and worldwide as producer of adhesives and sealants.

### Portuguese, Spanish, Latin America and Caribbean Sales Manager

Reporting to the Global Sales & Marketing Director, I'm responsible for all strategy, sales and marketing for the assigned region. Deploy and develop the brand in these markets is the first target to achieve.

Portugal & Spain with multi distributor per market sector. Latin America & Caribbean with exclusive distributors per country.

**SHANGHAI DUNSCH Industrial & Trading CO. LTD.**

(01-12-2018 until 30-06-2020)

Leading Chinese manufacturer and distributor premium outdoor power equipment for garden and agriculture.

**International Sales & Marketing Manager**

Reporting to the owner, I'm responsible for all strategy, sales and marketing on all world. Deploy and develop the DUNSCH brand is the first target to achieve, because the OEM business represent more than 75% of our annual turnover.

First goal, open exclusive distributors per country on US and LATAM.

In Europe, our goal is to open branches per country.

**MIRALBUENO Asientos & Componentes, SL**

(16-10-2017 until 30-10-2018)

Distribution gardening machinery, Miralbueno is a Spanish company with the license worldwide to sell our products range by the name Ducati & Goodyear License.

**Worldwide Sales & Marketing Director**

Reporting to the owner, I'm responsible for direct sales team on Spain and Portugal (9 sales rep and 3 marketing guys), responsible for the international sales department (3 internal sales rep) and online website (1 Internal sales rep).

**Main results achieved**

- Reorganization of the company and creation of the current trade policy.
- Launch Goodyear brand on all world.
- Open exclusive distributors for Ducati & Goodyear brands on European market (Belgium, France, Germany, Italy, Portugal (only for Ducati brand), Latvia, Lithuania, Estonia, Iran, and Israel).
- Open exclusive distributors for Goodyear brand on Latin America market.

**GARLAND by PRODUCTOS MCLAND, SL**

(01-09-2014 until 15-10-2017)

Distribution gardening machines, Products McLand is a Spanish company with a clear mission: to offer the most comprehensive and efficient range of garden machinery. Due to its constant and demanding research, design, manufacture and marketing could become the company with the widest range of machines to meet the needs of forest markets, agricultural and garden.

**Portugal Country Manager and Latin America BDM**

Reporting to headquarter, I am responsible for the deployment, development the company in Portugal and make partnerships with several distributors for all countries at Latin America.

**Main results achieved**

- Deployment was a huge success. Portuguese annual turnover €1,5 Millions.
- National market leader and considered a benchmark in innovation and quality.
- The most profitable and sustainable business subsidiaries.
- Excellent product penetration, easily find and buy a wide range of our products in DIY & retail sector.
- I was responsible for developing, innovating and launching products with a marketing department strategically.
- On Latin America I closed agreement with Brazil & Mexico as an exclusive distributors for our brand.

**OLIVÉ QUÍMICA PORTUGAL (WOLF GROUP)**

(01-07-2013 until 31-08-2014)

The company specializes in the development and manufacture of silicones and sealants for both, the architectural and construction sectors, as well as industry and D.I.Y.

**Country Sales & Marketing Director**

With direct report to the General Manager at Olivé Group, I'm responsible to deployment and development all Portuguese business and for all distributors on Brazil, Angola, Mozambique, Cape Verde, São Tomé e Príncipe and Guiné. In Portugal I'm responsible for a team of 10 people.

#### **Development Director for Retail & DIY Market**

With direct report to the General Manager at Wolf Group, I'm responsible to development the new SBU for the retail and DIY markets. Create all packaging, strategy, deployment and commercial policy to launch this new products range at all European market.

#### **STANLEY BLACK & DECKER**

(01-05-2009 until 19-05-2012)

Manufacturer of hand tools Stanley and power tools Black & Decker and Dewalt, market leadership.

#### **Country Manager**

Reporting directly to the General Manager Regional for Portugal / Spain / France and with a team composed of a KAM, 7 sales rep, a marketing assistant, one responsible for a service parts and six employees in Spain (Marketing and Credit departments) to support Portuguese team I had mission was to structure the setting of sales targets, coordinate and monitor the team, motivate and assist the network of distributors, to achieve the objectives and outline for the national market and align people with business strategy, market leadership and high performance of the company's financial results.

#### **Main results achieved**

- Reorganization of the company and creation of the current trade policy.
- Achievement by Stanley in 2011 the leadership of hand tools for the DIY market.
- DeWALT is a leading power tool for the professional market with a market share of +31%.
- Black & Decker reconquest at the end of 2011 sales leadership in power tools for the DIY market with a market share of +30.9%.
- Holding with complete success of the merger between Stanley and Black & Decker in Portugal.
- Strong growth in the company's net profit (+22%).
- Turnover of more than 16 million euros in 2010.
- Continued alignment of staff with the company's strategy, the continual evolution, increasing the company's profitability and strengthen leadership.
- Currently the market falls 33% on average in 2011 verses and Stanley Black & Decker is falling only 17%. Result of the excellent work done in the recent past and the excellent commercial dynamics presented in a market that suffers more than most markets.

#### **QUILOSA (SELENA GROUP)**

(12-03-2001 until 30-04-2009)

Manufacturer of adhesives, silicones and chemicals for the construction industry and DIY.

#### **Country Manager**

Reporting directly to the International Sales Director I had the mission to deploy and create the entire structure and the sales team. Management three sales rep, an administrative, and several distributors. Increasing support for network of distributors and develop great partnerships in the ex-Portuguese colonies, apart from being responsible for all the Portuguese structure was assigned to me in the last year the responsibility for marketing.

#### **Main results achieved**

- Positioning the company as the market leader nationally.
- With a turnover exceeding 4 million.
- Became the Quilosa the company more profitable and viable industry.

- Being able to find the products in the DIY superstores, retail and specialized in the professional sector.
- In subsequent years the focus was on strengthening leadership, raise standards of service quality, customer service training, have the best after-sales service and provide a service very close to the domestic consumer and especially the professional.

**BERRY (BEAULIEU GROUP)**

(01-04-1999 until 09-03-2001)

Manufactures products for decorative floor. In Portugal were deployed brands Berry Tuft and Orotuft carpets, car fairs, hospitality, households, etc., Orotex and Berry Tapis mechanical carpets, Berry Wood floating parquet of solid wood and Berry Floor and Alloc laminate floating floors.

**Country Manager**

Reporting to the General Iberian Director I had mission to perform the deployment and the creation of the whole commercial structure of the company.

**Main results achieved**

- After the first year of the company's market share was already 11%.
- Need to perform and produce unique and specific to the market due to strong uptake achieved.
- In 2000 the company invoiced over € 2,000,000.00.
- Worked with key players in the sector: Moviflor, Conforama, Soraya, Claudio & Trovão, Sportmex, among others.

**SEGAFREDO ZANETTI**

(03-11-1997 until 31-03-1999)

Manufacture of coffee and coffee related.

**Commercial Agent**

I had full responsibility for assigned area.

**SUPER BOCK**

(01-07-1995 until 31-10-1997)

Manufacture beers, juices, wine and waters.

**Sales Rep**

I had responsibility for monitoring and achievement of the objectives set for major food distribution customers, cash & carry 's, supermarket chains and retail outlets of assigned area.

**JOFIX**

(01-07-1993 until 31-06-1995)

Importer of articles to ménage and decoration.

**Sales Agent**

I had the responsibility to monitor and achieve the targets set for the clients of large food distribution and retail area assigned.

**Educational qualifications**

**MBA in Business Management** (SN Business School)

Frequency of 2<sup>nd</sup> year of **Business Management** (Universidad Lusíada)

Professional technical of **Management PMS's and Cooperatives**. (ISEFOC)

**Additional training**

### **Leading People**

- Organization and Business Management (Câmara de Comercio)
- DOA Delegation of Authority (Universidad Stanley Black & Decker)
- Motivation of teams in stress situations (Universidad Stanley Black & Decker)
- Training of Trainers CAP (Martoli Gest)
- Being an Effective Team Member (Universidad Stanley Black & Decker)
- Building and Leading Teams (Universidad Stanley Black & Decker)
- OPR 101 - Organization and People Review (Universidad Stanley Black & Decker)

### **Commercial Management**

- Zone management and sales rep Customers (DEVELOPMENT SYSTEMS)
- Professional Sales techniques of the Approach and methodology and Customers Prospectuses (DEVELOPMENT SYSTEMS)
- Sales, trading and Merchandising, Phases and techniques (DEVELOPMENT SYSTEMS)
- Excellence program, new techniques to customers and customers services (A.C.G. GRUPO DE CONSULTORES)
- ISO 9001/2000 (SGS)

### **Technical Skills**

- Computer science course as a user (IPFEL)
  - English course (CIAL)
  - English course (CAMBRIDGE SCHOOL)
  - Course of glues and similar (QUILOSA, SL)
  - Course of presentation PPT
  - Course of SAP, BW and BI
  - Presentations Power Point for big teams (Universidad Stanley Black & Decker)
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### **Skills and Competencies**

- Leadership, team building and motivation.
  - Experience in the construction of the P & L, Budget, Forecast and Cost Control.
  - High resistance to stress
  - Strong team spirit.
  - Strong sense of responsibility and organization.
  - Greater ability to adapt to multicultural environment.
  - Excellent communication skills.
  - Strong ability to implement and develop new projects.
  - Great ability, experience and ability to roll out new branches or companies in Portugal.
  - Oriented toward achieving the results.
  - Responsible for the implementation of ISO 9000/2000 in Quilosa Portugal.
  - Implemented Salesforce.com in Stanley Black & Decker.
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### **TI and Language skills and competences**

- Domain of Software Office (Excel, Word and PowerPoint)
  - Domain of Software AS400 and CITRIX
  - Good knowledge of SAP, Business Intelligence and Business Warehouse
  - Domain of Salesforce.com
  - Domain of Spanish and English spoken and written.
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### **Hobbies and Personal Interests**

- Special taste by the automotive sector.
- High knowledge of home decorating.