

Jorge Duarte Guimarães

+55 15 98153 4326

✉ jdg@jduarteg.com



Sorocaba-SP, Brazil



/jduarteg



AREAS OF EXPERTISE

Technical sales, industrial marketing, B2B business development, industrial gases, business brokerage, commercial representation.

EDUCATION

- MBA Specialization in Finance, UFSCar-Sorocaba/2015-2016
- Course in Theological and Pastoral Formation, Archdiocese of Sorocaba/2011-2013
- Business Management, Fundação Getúlio Vargas - São Paulo/2008
- MBA Specialization in Marketing, ESPM-SP/2000-2001
- Bachelor's Degree in Chemical Engineering, Faculdades Oswaldo Cruz-SP/1983-1988

BACKGROUND

Engineer with extensive experience in the industrial gases industry, excelling in team supervision and management, with a focus on training and mentoring trainees and interns. Over the course of a solid and long-standing career at a multinational company in the sector, held various roles in business development, always maintaining close collaboration with support teams and peers in the United States and Europe, while also providing support to subsidiaries in South America. Throughout the career, led business development and projects across a wide range of industries, including R&D in universities and research centers, pulp and paper, oil and gas, pharmaceuticals, chemicals and petrochemicals, food and beverages, medicine and healthcare, automotive industry, steelmaking, and clean energy, with a focus on technologies such as hydrogen. These experiences provided a close-up view of economic growth and technological advancements in Brazil and other South American countries, consolidating a deep understanding of the market and regional opportunities.

WORK EXPERIENCE

JDuarteG Ltda., May 2018

Sorocaba/SP, Brazil

Senior Consultant (Regulated Legal Entity) Area of Expertise: Technical sales, industrial marketing, B2B business development, industrial gases, business brokerage, commercial representation.

Associates: Coregas Pty (Australia) for South America: ISO17034 and ISO17025 gases for calibration of gas analyzers and analytical instrumentation; Testo do Brasil for São Paulo: Combustion gas analyzers, transmitters, thermal imaging cameras, leak detectors, and data loggers; JMC NC Inc. (USA) for the state of São Paulo: Reference Materials, Stable Isotope Substances, Standards for Microbiology, Water Analysis, and Color Measurement.

Linde Group (currently Linde plc), from February 2013 to February 2017
Alphaville/SP, Brazil

Business Development Manager for On-site and Merchant operations in South America.

Reporting to the global group in the USA, I was responsible for evaluating and contracting long-term projects (>15 years) involving on-site plants for oxygen, nitrogen, and hydrogen across various industrial sectors such as pulp, glass, chemical, and petrochemical. I was also responsible for assessing carbon dioxide sources and clean energy projects for fuel cells. I oversaw all of South America's geography, working closely with country business managers and receiving engineering support from teams in the USA and Germany. The projects had CAPEX values ranging between one million and fifteen million Euros. Among the most significant projects I worked on, I highlight the following:

- Nitrogen System for Mining Company Sierra Gorda-Chile (mining)
- Nitrogen System, LOX 99.9999%, Helium, and Specialty Gases for Unitec Semiconductors-Brazil
- Oxygen System for Saint-Gobain-Chile (glass)
- Oxygen System for Andec-Ecuador (steelworks)
- Oxygen System for Arauco-Chile (pulp & paper)
- Carbon Dioxide Source Projects in Peru, Colombia, Brazil, and Chile.

Linde Gases Ltda (currently Messer Gases Brasil), from January 2012 to January 2013
Alphaville/SP

Strategy & Market Intelligence Manager for Industrial Gases

Responsible for preparing the sales budget, evaluating market share, assessing competitor performance and behavior, and monitoring the business development plans of various market segments in the industrial area. These activities aimed at preparing and updating the company's strategic planning for industrial gases.

Linde Gases Ltda (currently Messer Gases Brasil)

Sales & Marketing Manager , from July 2005 to December 2011, Jundiaí/SP

Marketing Manager , from January 2000 to June 2005, Jundiaí/SP

Product Manager , from November 1995 to December 1999, São Paulo/SP

Applications Engineer , from April 1989 to October 1995, São Paulo/SP

Sales Representative , from March 1988 to March 1989, São Paulo/SP

Engineering Intern , from June 1987 to March 1988, São Paulo/SP

From 1987 to 2011 at Linde, I built a career in the Special Gases area, starting as an intern and progressing through various roles until becoming the manager of the department. Among the various activities and achievements, I highlight the following most important ones:

- Sales growth with a CAGR above 10% in dollars from 2005 to 2011, with annual sales of 25 MUSD.
- Management of the development and training of a team of Sales Specialists.
- Training provided to the Sales Force.
- Conducted studies, tests, and market research for product launches such as mini-cylinders, refrigerant gases, and fumigation.
- Participation in the project group for the Special Gases Plant in Jundiaí.
- Development of a line of CONCOA (USA) equipment for Special Gases with GASART.
- Participation in the project group for the Liquid Helium Filling Station, a CAPEX project worth 1.0 MUSD.
- Implementation of the REDLINE brand Special Gases equipment line with CGE-Druva (Germany).
- Development of catalogs, brochures, advertisements, and trade show booths for events such as: Analítica, FISPAL, Feira da Mecânica, Rio Oil&Gas, COLACRO, and other university-sponsored events.
- Technical and commercial support for other subsidiaries in South America.
- Organization of Special Gases summits for South America.
- Implementation of the global product program and the global Linde HiQ brand.
- Development of the Special Gases webpage, with an e-commerce option.
- Implementation of an electronic platform in Lotus (HiQ Order) for orders and inquiries on custom products.
- Participation in ABNT and AEA committees for the development of NBRs 12.857 and 12.858 (automotive).
- Implementation of a project with imported Liquid Oxygen with a purity of 99.9999% (fiber optics).
- Organization of a laboratory intercorrelation program with AEA (vehicle emission gas analysis) and INMETRO (natural gas analysis).
- Member of the review team for the first edition of the book "Gases & Applications" published by AGA/Linde.
- Speaker at customer training sessions, congresses, and summits.
- Participant in ISO 9001 and ISO 17025 audits.

Oxiteno S.A., from April 1986 to June 1987

São Paulo and Mauá/SP

Internship carried out in the technical assistance department in the commercial area, partly in offices and partly in the plant and laboratory.

Biogalênica Quím. e Farm. Ltda. (currently União Química), from January to December 1985

Taboão da Serra/SP

Internship conducted in the analytical instrumentation laboratory, performing the role of analyst in gas chromatography, liquid chromatography, and atomic absorption.

SKILLS

Languages

- English: Advanced
- Spanish: Conversational

Additional Information:

- Managing partner of a consulting and commercial representation company
- Registered with CORE - Regional Council of Commercial Representatives - SP
- Heavy user of Office 365 Suite and Canva
- Knowledge of programming and web page updates
- Developer and user of the Odoo ERP module for CRM
- References are listed as recommendations on my LinkedIn profile