

MARCELLUS LOUROZA

Breaking Boundaries, Achieving Excellence

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Citizenships: Portuguese and Brazilian Residence: Vienna, Austria.

SUMMARY

Accomplished business development and technology executive with 20+ years of international experience in Telecom, Sustainable Energy, and Energy Management Systems. Proven track record in leading market expansion, building strategic partnerships, and delivering scalable energy solutions across Europe and Latin America.

Strong domain knowledge in battery energy storage systems (BESS), solar PV, hybrid systems, HEMS/BMS, and cloud-based energy management platforms. Adept at working across multicultural teams and engaging with high-level stakeholders to develop and execute go-to-market strategies. Currently based in Austria, fully mobile across the EU region.

SKILLS

Battery Energy Storage Systems · Business Strategy · Renewable Energy · PV Integration ·

Commercial and Industrial Energy Solutions · Utility-Scale Energy Solutions ·

Go-to-Market Strategy · Tender Management · Proposal Management · Technical Sales ·

Product Marketing · Energy Policy · Market Intelligence · Key Account Management ·

Stakeholder Engagement · SaaS Energy Management Platforms ·

Multinational Team Leadership · Mobile Telecommunication · Portfolio Management

EXPERIENCE

Head of Sales & Business Development

07/2023 - Present

Europe Learners - EULE

Vevey, Switzerland

Swiss company revolutionizing global technological learning through an e-learning authoring software platform, featuring premium business content, by focusing on Sustainable Energy Systems (SES), and advanced energy technology training for corporate clients in the CEE and DACH regions.

- Defined GTM strategy for SaaS platform with energy-focused modules, targeting solar and storage integrators, EPCs, and utilities.
- Built relationships with energy sector stakeholders and major technology clients including Nestlé and Givaudan.
- Executed sales partnerships with key players in energy mobility and smart grid education.
- Grew B2B customer base by 127.8% YoY through technical workshops, webinars, and targeted campaigns.

Senior Global Product Manager

02/2019 - 07/2023

Fronius International

Vienna and Wels, Austria

Led product development for Energy Flow Management and Battery Storage Systems (EMS/EMS) within one of Europe's leading solar inverter manufacturers:

- Developed and launched cloud-based EMS for solar+storage systems, integrating batteries, EV chargers, heat pumps, and dynamic tariffs.
- Drove 17.9% YoY growth in inverter sales via intelligent energy optimization features. Managed partnerships with utilities (e.g., aWATTar) and energy retailers to enable dynamic pricing models.
- Initiated pilot installations and remote commissioning of storage systems across DACH region.
- Coordinated with software engineers and field teams to support customer testing and performance evaluations.



REFERENCES

Personal Website

www.louroza.com

LinkedIn

<https://www.linkedin.com/in/marcelluslouroza/>

CAREER DRIVERS

PEOPLE:
Leadership, multicultural work environment, relationship building; business negotiation stakeholders & customers

BUSINESS & INNOVATION:
Telecom, Energy Transition, Product & Business development, partnerships, industry leadership strategy, talent acquisition and global market expansion

TECHNOLOGY:
Online learning technologies, SaaS sales development, Energy Management, Storage Solutions, Telecom, Digital Transformation, Renewable & Energy Trading

LANGUAGES

Portuguese	Native/Proficient
English	Fluent (C2)
Spanish	Fluent (C2)
Italian	Intermediate (B1)
German	Intermediate (B2)

PASSIONS

- Triathlon & Open-water Swimming
- Nautical history & Sailing
- Languages learning

EXPERIENCE

Country Manager

05/2014 - 07/2017

[TCRP Telecom](#)

Buenos Aires, Argentina

Directed market entry and development of IT and energy-related infrastructure projects:

- Managed all operations and P&L responsibilities; expanded customer base by 37.8%, generating USD 54.7 million in revenues.
- Oversaw tenders and procurement for data and power systems for commercial clients.
- Built and led cross-functional teams for sales, engineering, and customer success.

Senior Business Consultant

12/2012 - 04/2014

[Insite Consulting](#)

Los Angeles, USA.

North-American consultancy specialized in MVNO's - Mobile Virtual Network Operator:

- Launched high-impact telecom and energy technology products, including the Nokia N95 and Samsung Galaxy.
- Negotiated multi-million-dollar infrastructure contracts (e.g., \$237M deal with TIM Italia).
- Developed business cases and implementation roadmaps for smart energy services and IoT-ready telecom platforms.

Sales & Marketing Director

01/2011 - 11/2012

[Samsung Electronics](#)

Sao Paulo, Brazil.

Korean company of consumer electronics - TV, cellphones and smartphones:

- Successfully led Samsung's transformation from a low-end phone provider to the leader in smartphones through strong business development and go-to-market leadership.
- Achieved 26.3% value share and 24.1% volume share in the Latin American market.
- Spearheaded the launch and sales of Galaxy S, Galaxy Note, and Galaxy Tab product lines, selling 611,748 units in Brazil alone.
- Built technical workshops and promotional campaigns targeting infrastructure partners and enterprise clients.

Director of Technology and Portfolio Management

08/2000 - 12/2010

[Nokia](#)

Sao Paulo, Brazil.

Finish company of Cellular Data Network and Mobile Phones:

- Led a team of product marketing managers in collaboration with Nokia Networks to define go-to-market strategy for mobile and smart devices.
- Negotiated high-value infrastructure projects, including a US\$237.3 million cellular data network deal with TIM Italia.
- Launched the first N95 smartphone globally, followed by N96 and Enterprise Communicator - over 4.39 million units sold across Latin America.
- Worked closely with cross-functional engineering and commercial teams to optimize hybrid communications and smart network strategies.

Technical Sales Engineer

10/1997 - 07/2000

[Hewlett Packard Enterprise](#)

Sao Paulo, Brazil.

American enterprise of computer and data network measurement equipment:

- Delivered over \$37.4M in network and test equipment sales, exceeding quota three consecutive years.
- Supported technical deployment for utility telecom networks and IT infrastructures.

Telecommunication Engineer

03/1994 - 04/1996

[Xerox Company](#)

Rio de Janeiro, Brazil.

American corporation that sells print and digital document products and services:

- Managed WAN and Data networks for 5 cross-continental sites, covering 7,500 miles from Brazil to the USA.
- This impact involved configuring and monitoring modems, data compression equipment, and mainframe systems (inclusive) to develop and enhance the company's internal communication.

EDUCATION

Master Sustainable Energy Systems

09/2017 - 08/2019

[FH University of Applied Sciences Upper Austria, Wels - Austria](#)

PASSIONS

 Fromologist

 Cooking

PROFESSIONAL REFERENCES

Martin Hackl

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EDUCATION

Entrepreneurship and Business Strategy - Nokia London School of Business & Finance	09/2006 - 11/2006
MBA Executive Universidade Federal do Rio de Janeiro, RJ - Brazil	03/2004 - 06/2005
Post-graduation Marketing University of California, Berkeley - USA.	07/1996 - 08/1997
Bachelor in Telecommunication Engineering Universidade Federal Fluminense - UFF, Rio de Janeiro, Brazil	03/1989 - 06/1993
Proficiency in Engineering English Dominion English School, Auckland, New Zealand.	07/1994 - 11/1995