

MARCELLUS LOUROZA

Breaking Boundaries, Achieving Excellence

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https://www.linkedin.com/in/marcelluslouroza Citizenship: Portuguese
Eferding, Austria.

SUMMARY

I bring a strong passion and extensive experience in driving business development and strategic partnerships within Telecom, Energy Management and Technology Automation, thriving in multicultural environments.

With a proven track record of delivering tangible financial results, my expertise includes:

- Go-to-Market Strategy & eLearning Solutions:** Led GTM consulting and the expansion of an online platform for sustainable energy courses, achieving a **127.8% sales increase in 2024**.
- Product Development & Energy Flow Management:** Contributed to Fronius' energy flow management solutions, driving a **17.9% year-over-year (YoY) growth** in solar inverter adoption.
- Sales & Marketing in Mobile Networks:** Played a key role in launching the Nokia N95 smartphone, leading to **4.39 million units sold in Latin America (LTA)**.
- Market Leadership & Strategic Growth:** Supported Samsung's transformation into a smartphone market leader with the Galaxy series, securing **26.3% value share and 24.1% volume share in LTA**, with **611,748 units sold**.
- IT & Data Network Infrastructure:** Spearheaded sales initiatives for IT and network equipment, generating **USD 54.7 million in revenue over three years**.

I am committed to delivering impactful results through innovation, strategic vision, and a deep understanding of global market dynamics.

SKILLS

Technology Business Development · Sales & Marketing · PV Solar & Battery Energy Storage · E-learning technologies development · SaaS sales development · Strategic Partnerships · People Leadership · Product Management · Build Relationships · Cross-Functional · New Business Development & Data Analytics · Go-to-market strategy · Energy Management · Telecom · International market expansion · IT service management · IT Strategy · Strategic thinking · IT Management · Business Acumen · IT business

EXPERIENCE

Head of Sales 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 and a focus on Sustainable Energy Systems (SES).

I have applied a creative and entrepreneurial mindset to achieve my goals by:

- Defining a strategic software architecture and key sales features**, including user-friendly interactivity, 3D, AI, Augmented Reality, Metaverse, Gamification, and a specialized software development team;
- Establishing a strategic partnership and sales alliance with MidiaCode Company**, integrating mobility and content management into EULE solutions—resulting in a **32.4% sales increase** in the first year, with key clients such as Nestlé and Givaudan;
- Planning and executing the market entry and sales launch**, enhancing the innovative Prosperandum platform for **B2C customers**, focused on PV & Storage - Sustainable Energy Systems;
- Building long-term relationships with C-level executives** from PV and inverter manufacturers, mobile service providers, telecom enterprises, and energy software innovators to optimize the platform's (online courses) usage by corporate employees;
- Coordinating an online marketing agency** to boost sales through subscribers, users, and content creators on the EULE platform—leading to a **127.8% sales increase in 2024**.



REFERENCES

Personal Website
www.louroza.com

Linkedin
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CAREER DRIVERS

- PEOPLE:** Leadership, multicultural work environment, relationship building; business negotiation stakeholders & customers
- BUSINESS & INNOVATION:** 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	Advanced (C1)

PASSIONS

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

EXPERIENCE

Senior Global Product Manager

02/2019 - 07/2023

[Fronius International](#)

Wels, Austria

Austrian manufacturer of solar inverters and welding equipment:

- Plan and execution of SaaS product development, design and scope for Storage and Energy Flow Management solution (EMS);
- Product launched to automatically optimize PV systems with complex loads and energy data (battery, heat pump, EV charger, home automation, pool pump, dynamic tariffs, PV feed in tariffs, Weather forecast, private data) - driving a **17.9% year-over-year (YoY) growth** in solar inverter adoption.
- Design and execution of an innovative Cloud Solution for EMS, 100% based on software - management software and algorithm technologies;
- Funding and negotiation with stakeholders to establish and to lead SW engineering team focused exclusively on energy storage management system and SW development;
- Establishment of sales partnerships and business development with Energybase and aWATTar;
- Collaboration with the marketing team to develop a launching plan focused on the German language market (DACH - Germany, Austria and Switzerland).
- Long-term vision elaborated in a strategic plan to prepare the company to the digital business transformation in order to lead the storage and energy management industries.

Country Manager

05/2014 - 07/2017

[TCRP Telecom](#)

Buenos Aires, Argentine

Argentine company of IT and Data Network equipment and services:

- Full accountability of sales, business development and marketing strategy with P&L responsibility, and build customer relationships.
- Market expansion achieved in sales target by 37.8%, representing net sales of USD 54.7 million over a three-year period.
- Team members building by hiring technical and middle-management levels for sales and marketing collaboration.

Senior Business Consultant

12/2012 - 04/2014

[Insite Consulting](#)

Los Angeles, USA.

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

- Creation, business development, sales and delivery of an MVNO consultancy service deployed by Telefónica Mobile, valued at USD 178.4 million.
- Increased team collaboration by 25% by developing a talent acquisition program integrating sales and technical teams.

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. This was achieved by securing solid sales and business development represented by 26.3% value share and 24.1% volume share in the Latin American (LTA) market.
- Launching and sales achievement of Galaxy S, Galaxy Note, and Galaxy Tab product lines, which accounted for a total of 611,748 units sold in Brazil alone.

Director of Technology and Portfolio Management

08/2000 - 12/2010

[Nokia](#)

Sao Paulo, Brazil.

Finish company of Cellular Data Network and Mobile Phones:

- Leadership of product marketing managers (team members) working closely with cross-functional teams from Nokia Networks to selecting and promoting mobile phones to the LTA market;
- Diverse business development toward successful launching of the first iconic N95 smartphone in the world, followed by sales of N96 and Enterprise Communicator - total of 4.39 million units sold in LTA;
- Key deal negotiated with TIM Italia - cellular data network infrastructure - valued at US\$237.3 million.

Technical Sales Engineer

10/1997 - 07/2000

[Hewlett Packard Enterprise](#)

Sao Paulo, Brazil.

American enterprise of computer and network measurement equipment:

- Impact by exceeding sales quotas (3 consecutive years) by over 150%, delivering a total of US \$37.4 million in sales.

PASSIONS

 Fromologist

 Cooking

PROFESSIONAL REFERENCES

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Cybersecurity and communication technology
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EXPERIENCE

Telecommunication Engineer

03/1994 - 04/1996

[Xerox Company](#)

Rio de Janeiro, Brazil.

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

- Managed 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](#)

Entrepreneurship and Business Strategy - Nokia

09/2006 - 11/2006

[London School of Business & Finance](#)

MBA Executive

03/2004 - 06/2005

[Universidade Federal do Rio de Janeiro, RJ - Brazil](#)

Post-graduation Marketing

07/1996 - 08/1997

[University of California, Berkeley - USA.](#)

Bachelor in Telecommunication Engineering

03/1989 - 06/1993

[Universidade Federal Fluminense - UFF, Rio de Janeiro, Brazil](#)

Proficiency in Engineering English

07/1994 - 11/1995

[Dominion English School, Auckland, New Zealand.](#)