

# Marcelo Zalczman

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## Objective

- ▶ Relationship Executive / Business Development

## Education

- ▶ MBA in International Trade – FAAP University - Brazil
- ▶ BA in Business Administration focused in Marketing – FAAP – Honor Certification (top 5%)

## Languages

- ▶ Portuguese Native
- ▶ English, Spanish and Hebrew Fluent

## Professional Experience

- ▶ Consulate General of Israel in São Paulo – Israel Trade & Investment Brazil (2009-Current)

Position: Business Development Manager / Relationship Executive

Duties:

- Tailored business development & market introduction services for Israeli companies in many different sectors such as Fintech, Life Science, Pharma, Cosmetics, Agribusiness, Water, Food & Beverage;
- Market research & analysis for strategic decision-making;
- Identification of potential partners and investors;
- Business development at major trade shows, seminars & conferences, such as GAF (Global Agribusiness Forum), LAAD (Security sector), Agritech (Agriculture sector), Watec (Water sector), Hospitalar (Life Sciences sector), Rio+20 (United Nations Conference on Sustainable Development);
- Trade Missions: Managing & accompanying delegations to Brazil and Israel;
- Trade policy: bilateral agreement (Free Trade Agreement MERCOSUR-Israel);
- Development of reports on the Israel commercial missions experience in major commercial events in Brazil in different sectors;
- Support to promote Israel products and services assisting to enter into Brazilian market.

- ▶ Ache Laboratório Farmacêutico S/A (2005-2009) - Pharmaceutical Company

Position: Pharmaceutical Sales Representative

Duties:

- Selling a company's products, medicines, prescription drugs and medical equipment to a variety of customers;

- Contacting medical bodies such as hospitals, dental practices, healthcare trusts, medical schools, clinics and care facilities in an effort to supply them with drugs;
- Achieving quarterly and annual sales goals;
- Establishing effective relationships with a broad range of contacts;
- Excellent business acumen and commercial judgment;
- Performing regular competitor and market surveys;
- Proactively scouting for new business opportunities;
- Delivering product presentations to customers.

▶ Lotérica D Leon (2000-2005)

Position: Business owner

Duties:

- Maintain accurate customer accounts in the company computer system by keeping track of data, personnel information, inspections, audits;;
- Maintain files and administrative records;
- Creating business plan, arranging financing, hiring staff, reviewing sales, developing marketing strategies, overseeing daily activities, and identifying business opportunities;

▶ WestLb Bank (1996-2000)

Position: Credit Analyst

Duties:

- Developed and managed new matter intake evaluation process;
- Analyzed financial statements and determined credit risk for loans valued up to \$ 21 million. Prepared and presented loans to two additional loan committees consisting of nationwide members, provided recommendations, and responded to inquires;
- Established client evaluation process to identify credit risk;
- Maintained follow up to successfully resolve billing concerns;
- Originated and implemented firm credit policy;
- Determined whom credit terms are granted; what limits should be, and negotiated payments schedules.