



## Marcelo Ferreira Queiroz

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### PROFILE

Graduated in Bachelor's degree in Accounting – Brazilian CPA, MBA in Finance, Internal Auditor, Compliance Officer, with more than 20 years of experience.

Career developed in Compliance, Governance, Change Management, Internal Audit, Finance Planning and Budget, Accounting and Finance, Controllership, and External Audit.

Always worked for relevant multinational companies as: KPMG (external Audit) , Tower Automotive ( Automotive parts) , Hyatt Hotels, Grandvision (Optical Retail), SmartFit/Bioritmo ( Health Care), Widex ( Medical devices) and Sonova ( Medical devices).

Executive Head for the following Evaluation and Implementation of Change Management process:

Manage the Change Management process from family businesses to the European best practices standards in Accounting, Accounts payable, Accounts Receivable, Finance Planning and Budget, Compliance, Supply Chain and Internal Controls at the following companies:

Grand Hyatt São Paulo, Park Hyatt Buenos Aires, Andaz hotel London, GrandVision Argentina, GrandVision Peru, GrandVision Colombia, GrandVision Mexico City, GrandVision Cancun, Widex Brazil, Audium Brasilia( Sonova) , Audium Santa Catarina ( Sonova), Audium Porto Alegre ( Sonova), lightningbolt Brazil ( Casual Fashion).

Assignments:

- Solid experience in Accounting, Tax, Accounts payable, Accounts receivables, Treasury, Funding Raising, Reporting, M&A, Internal and External Audit.
- As CFO, additional responsibility for Payroll, Legal, Supply Chain and IT.
- Extensive knowledge of BRGAAP, USGAAP and IFRS
- Relevant international experience, working as expatriated for 06 months in London, UK and 02 years in Baku, Azerbaijan. Short assignments in Budapest, Buenos Aires, Santiago del Chile, Lima and Cancun. Frequent business trips to Amsterdam and Copenhagen.



- More than 04 years as responsible for Latin America Compliance and FP&A (Argentina, Uruguay, Chile, Peru, Colombia and Mexico).
- Experience in manage and lead multicultural teams.
- Solid experience in change management projects and processes streamlining.
- Lead the post-acquisition project of change management for Large Retail companies in Brazil

Argentina, Colombia, Peru and Mexico.

- Leadership skills and results-oriented professional. Hands on and positive attitude with orientation, innovative thinking and experience to achieve targets and job's goals together with the teammates.
- Ethic, integrity and respect to the others as personal values.
- Implementation of ERPs: SAP, Oracle, Dynamics, Hyperion and Proteus.
- Fluent in English and Spanish
- Graduated in Accounting – active CPA ('00) with MBA in Finance ('15). Attended several executive education courses and seminars abroad (mainly Europe and Latin America).

## **EDUCATION**

- Executive MBA in Finance Management - IBMEC Dec'15
- Bachelor's degree in Accounting – BR CPA - Pontificia Universidade Católica (PUC/SP) Dec'00
- Professional Accounting under degree - Derville Alegretti School Dec'95

## **PERFORMANCE**

- Compliance
- Governance
- Change Management
- Internal Audit
- FP&A
- Accounting and Finance
- Controllership

## **PROFESSIONAL HISTORY**

Sep'19 to Nov'20

**SONOVA** Hearing instruments



Director Business Finance for Audiological Care at Sonova Group.

Brazil

**WIDEX** hearing instruments

Brazil

Feb'17 to Jun'19

Director of Finance

Brazil

Feb'15 to Jun'16

**SMARFIT / BIORITMO**

Director of Controllership

Brazil

Mar'11 – Jan'15

**GRANDVISION**

Latin America Internal Audit and Compliance Officer

*Brazil*

Mar '02 – Nov '10

**HYATT**

*Global leader in Hospitality/Real State*

Dec'08 – Nov'10 Director of finance

Azerbaijan

Jul'08 – Nov'08 Deputy Director of Finance

London



Oct'05 – Jun'08 Deputy Director of Finance

São Paulo

Mar'02 –Oct'05 Accounting Manager

São Paulo

Jun'01 – Mar'02

**TOWER** Automotive S/A

Senior accountant

Oct'97 – Apr'01

**KPMG** Audit Services

Senior Auditor (manufacturing and services)

US Company

## LANGUAGES

- Portuguese: Mother tongue
- English: Fluent and full professional proficiency
- Spanish: professional proficiency

