

FLAVIO SFORCIN

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Business Development & Growth Executive | Strategic Partnerships & Market Expansion | Executive Leadership Across Industries

Executive Summary

Senior executive with 15+ years driving business development, strategic negotiations, and commercial transformation across global corporations, SMEs, and startups. Track record of building revenue engines from scratch, leading complex multi-stakeholder deals, and expanding into new markets across technology, automotive, real estate, construction, and insurance.

Known for combining strategic vision with hands-on execution — structuring go-to-market strategies, building high-performance teams, and closing deals that require reading people as much as reading data.

Key differentiator: Operates seamlessly across sectors and cultures, with a consistent record of turning complex commercial challenges into measurable results. Currently expanding expertise into AI behavioral development — a natural extension of 15+ years in high-stakes communication, negotiation, and human interaction design.

Experience includes leadership roles at PwC, Michelin, Stellantis, Itaú-Unibanco, and various Brazilian and international startups.

Fluent in English and Portuguese, with intermediate proficiency in Spanish.

Core Competences

- Business Development & Sales Strategy
- Distribution Channels & Go-to-Market Execution
- CRM & Sales Digitalization (Dynamics, Siebel, Salesforce)
- Leadership of Multidisciplinary Teams
- Multicultural Communication
- Executive Influence
- Entrepreneurial Mindset & Innovation
- Sales Methodologies (SPIN, BANT, MEDDIC)

Key Accomplishments

Business Development and Revenue Growth

- Secured a complex R\$84M international contract through strategic bidding leadership and high-stakes negotiation
- Executed a pilot project generating R\$35M in direct revenue impact while reducing client fixed costs by 25%
- Scaled a construction tech startup from zero to a R\$15M commercial pipeline in just 7 months
- Doubled automotive market share managing 200+ franchisees through aggressive expansion and commercial support
- Expanded distribution networks in consumer goods, increasing sales by 30% in 18 months via geographic coverage strategy
- Created the sales department at a real estate company, resulting in 25% annual revenue growth

Leadership, Innovation & Transformation

- Idealized the *200 ao Cubo* retail model in consumer goods — reducing costs while expanding geographic reach with greater efficiency
 - Led the *Bi Marca* project at a global automaker, integrating two brands under a single dealership, boosting revenue and eliminating operational redundancies
 - Co-founded an automotive tech startup, tripling the customer base and increasing revenue by 50% in year one
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Professional Experience

Business Development Director

Aug 2023 – Present

Unique Consulting – Automotive & Organizational Strategy

- Board-level strategy development and long-term planning across automotive sector clients
- Commercial expansion, distribution channels, and partnership development
- RFQ/RFI/RFP management and complex deal structuring

Executive Director

Jun 2024 – Nov 2025

AK Supply – Construction tech & Sustainable products

Brazilian company backed by investors from a local unicorn / Fixed-term 18-month contract

- Built full commercial operation from scratch: team, GTM strategy, and distribution channels
- Grew commercial pipeline to R\$15M+ within 7 months of launch
- Forged strategic partnerships driving sustainable and tech-based market expansion

Business Development Executive

Jan 2022 – Jul 2023

Softtek – Digital transformation / Technology services

- Led insurance vertical, managing client portfolio and key account relationships
- Conducted enterprise-level market research and stakeholder engagement

Key Account Manager & Sales Leader for Brazil and LATAM

Dec 2020 – Dec 2021

Foxtrot Systems – AI-Driven SaaS / Supply Chain - US-Based Startup / Fixed-term 12-month contract

- Developed and executed LATAM sales strategy from scratch for a US-based AI startup
- Renewed key contracts and supported pre-merger commercial initiatives
- Managed strategic accounts across Brazil and Latin America

Co-Founder & Commercial Director

Sep 2017 – May 2020

Forward Consulting – Startup focused on innovative solutions for the automotive industry

- Co-founded and led commercial expansion from concept to market, tripling customer base in year one
- Automated financial analysis processes for automotive suppliers and distributors
- Played a key role in fundraising and investor relations

Business Unit Head

Apr 2017 – Sep 2017

Solera – Software and database solutions for the insurance industry

- Managed P&L, defined business unit strategy, and led cross-functional operational teams

Business Development Manager

Feb 2012 – Aug 2016

Stellantis Group (PSA Peugeot Citroen) – Global automotive manufacturer

- Structured the expansion of dealerships, increasing revenue and reducing fixed costs
- Led the *Bi Marca* dual-brand dealership integration project, boosting revenue and eliminating redundancies

National Sales Manager

Oct 2010 – Jan 2012

GWI Real Estate – High-Standard Logistics Parks

- Established sales operations in Brazil from the ground up, building commercial relationships and policies
- Created and led the sales department, resulting in 25% annual revenue growth

Previous Roles

- Regional Sales Manager: **Michelin Tires**
 - Trainee Program: **Itaú-Unibanco**
 - Marketing Analyst: **PwC**
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Education & Certifications

- **Start Writing Prompts like a Pro** – Google
- **AI Strategy and Governance** – Wharton – University of Pennsylvania
- **Artificial Intelligence for Business** – Wharton – University of Pennsylvania
- **Leading People and Teams** – University of Michigan (Online Specialization)
- **Successful Negotiation** — University of Michigan
- **MBA** – FAAP
- **B.A. in Advertising and Marketing** – Mackenzie Presbyterian University

Publications – Link Display

[*8 Tech Trends for Insurers in 2023*](#) – Digital Apolice Magazine

[*Benefits of RPA for the Insurance Sector*](#) – Cobertura Magazine