

HENRIQUE DE OLIVEIRA BRITO

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RUBBER INDUSTRY CONSULTANT FOR BRAZIL

Professional Profile

- Solid experience in the leadership of Industrial Operations, working in the management of Business Units involving the areas of Strategy, Manufacturing, P&D, Technology, Innovation, Quality and Environment.
- Management of multidisciplinary teams and project, as well as national and international customers and suppliers.
- Planning, start-up, and ramp-up of manufacturing units with significant technological increment.
- Project management such as strategic planning, innovation planning, social and environmental accountability planning, and rubber compound to the external market.
- Former President of ABTB-Brazilian Association of Rubber Technology 2014-2016, Vice-President of ABTB 2012-2013 and Director of the South Regional of ABTB 2000-2011.
- International experience: participation in fairs exhibitions, technical and business meetings at Germany, Argentina, Austria, Belgium, Chile, China, Spain, USA, Italy, Eastern Europe, Holland, Portugal, Taiwan, Turkey, UK, Uruguay.

Education

- Post-MBA in Innovation Management | Unisinos (Universidade Vale do Rio dos Sinos) | Porto Alegre | Brazil
- MBA in Business Management | FGV (Fundação Getúlio Vargas) | RS/RJ | Brazil
- Specialization in Quality Engineering "Lato Sensu" PUCRS | Porto Alegre | Brazil
- University Extension Programm in Elastomer Technology | UFRGS | Porto Alegre | Brazil
- Graduated in Industrial Chemistry | UFRGS | Porto Alegre | Brazil
- English and Spanish speaking

Professional Experience

VIPAL BORRACHAS – Nova Prata and Porto Alegre/RS-Brazil

07/2013 to 09/2018

Manufacturer of products for retreading and repair of tires and inner tubes, rubber compounds and motorcycle tires. Brazilian and Latin American leader in products for tire retreading. Revenues of R\$ 1.5 billion / year with customers in more than 92 countries.

Rubber Technology, Quality and Environment Manager/Innovation Group Head

Reporting to the COO and CEO, with the following responsibilities:

- The interface between the commercial team, manufacturing, and R&D, boosting the development of new products and solutions for the domestic and foreign markets;
- Technical support for the development and application of products "in the field" (domestic and foreign market);
- Evaluation and Validation of Products (domestic and foreign market);
- Coordination of the Innovation Group. This multidisciplinary group developed the Strategic Innovation Plan, the Innovation Projects and new business models of the commercial area and created Vipal Máquinas, a new company of the Vipal group with significant results in the first years of operation. Active participation in the Vipal-FINEP innovation project;
- Coordinator of the Social Accountability and Environmental Project. This project involved several areas and processes of the company and prepared a management system based on ISO14001 (Environment), ISO26000 and SA8000 (Social Accountability) standards and elaborated policies and action plans in the areas of environment, sustainable procurement, human rights, health, safety and accident at work;
- Coordinator of the External Market Compound Project. This project expanded sales of rubber compounds abroad with significant growth in sales volume and involved the areas of external sales, R&D, manufacturing, supplies, tax, and controller;
- Quality and Environmental Management (QEEMS) and its subsystems: customer complaints (domestic and foreign markets), internal and external audits, document control, data, and indicators analysis, licensing and certifications.

GRUPO OUOPAR – Campina Grande do Sul/PR e Bento Gonçalves/RS-Brazil**08/2011 to 06/2013**

Manufacturer of motorcycle tires and tubes, agricultural and industrial tires and materials for tire retreading. The leader of the market for replacement tires for motorcycles in Brazil.

Management and Manufacturing Consultant – Pneus Rinaldi and Inbras

- Direct acting with the members of the Directors and the Administrator;
- Development of diagnosis and plan of action for Inbras aimed an investment in the core business (tire retread) or a reduction of this activity;
- Implementation and startup of a new warehouse facility for motorcycle tires and tubes at Rinaldi;
- Increasing the output production by 13% and monthly revenue by 7 % at Rinaldi.
- Support to the Demarest Lawyers office in the administrative process with MDIC / SEDEX, which resulted in the Brazilian antidumping against motorcycle tires imported from China, Thailand and Vietnam.

BORRACHAS TIPLER LTDA (Hoje Unique Rubber Technologies) – São Leopoldo/RS-Brazil**08/1987 to 03/2011**

Manufacturer and supplier of materials and services to retread tires. The second largest company in the tire retread market in Brazil.

Corporate Director and General Manager of the Rubber Compounds**08/2008 to 03/2011**

Responsible for Manufacturing, Engineering, R&D, as well as strong actions together with HR, Supply and Sales;

- Responsible for the Commercial and Operational Management of the Rubber Compounds Unit;
- Actively participated in the plan for repositioning the company, as a result of recruitment of research aimed to investigate trends in the retread market;
- Participated in the development of the new trade policy that aimed to attract and retain new dealers;
- With the advice of INDG Consultancy (Vicente Falconi), participated in the implementation of the management system based on GPD-Management Guidelines;
- Restructured the Industrial, Engineering, Sales and HR areas;
- Redefined internal policies and procedures based on Organizational Climate Survey;
- Development of Premium tread lines for truck and bus tires retreading with emphasis on reducing fuel consumption and optimized mileage performance;
- Participated in the creation of the new retread company, coordinating the development of the complete line of products;
- Project scope definition, technical specification of equipment and processes, selection and negotiation with main suppliers, installation, startup and ramp up of extrusion lines, vulcanizing presses and dispatching in the Industrial Plant nº2;
- Defined new facilities, including laboratory, offices and industrial maintenance in the Industrial Plant nº2, conducting negotiations with key suppliers;
- Expanded the range of rubber wholesale compounds, resulting in a 31% increase in net margin and 16% increase in gross revenue for this unit;
- Achievements in 2010: 350% increase in Sales volume for the Rubber Compounds Unit, 30% increase in the net billing of the Group with a 55% increase in the net profit over the previous year.

Industrial Director and Rubber Compound Unit Manager**06/1995 to 07/2008**

- Responsible for the Maintenance, Production, Planning, Quality, Laboratory, M&P and Industrial Expansion;
- Introduced a new management model, including KPIs definition, standardization of operations, PDCA, continuous improvement (Kaizen), visible management system and quality tools;
- Revised and qualified the team of managers and operators;
- Increased the production capacity of Industrial Plant nº1 by 30% and the rubber compound mixture sector of this plant in 50%;
- Between 1999 and 2002 and later in the years 2005 and 2007, coordinated jointly with the expert advice of a consultancy company, the implementation and expansion of an Industrial Plant nº2, covering the project scope definition, technical specification of equipments and processes, selection and negotiation with main suppliers, installation, startup and ramp up of raw material warehouse and rubber compound mixture, making the production capacity in these sectors 5 times higher than the same sectors in the Industrial Plant nº1;
- Coordinated the project implementation and certification of ISO9000 (1999);
- Coordinated the implementation of the management software ERP Datasul in the industrial area (2002);
- Coordinated the IFBQ and INMETRO product certification – tread and cushion (2003);
- Created a new business line for the supply of wholesale rubber compounds (Rubber Compound Unit), managing the Unit and achieving in the first year a physical volume of Sales equivalent to 35% of the total volume of the company (2004);
- Defined and monitored the implementation of the wastewater treatment system in the Industrial Plant nº2.

Quality and Product Development Manager**09/1994 to 05/1995****Industrial Chemist****08/1987 to 08/1994**