

## ABOUT ME



I bring over 25 years of experience in the automotive and consumer goods industries, with a career marked by significant achievements across North America, Europe, and Latin America. Throughout my journey, I have consistently excelled in building and leading high-performance teams, fostering a culture of accountability, collaboration, and continuous improvement.

My process-driven approach, combined with a strong digital mindset, has enabled me to implement cost-effective practices that drive lasting results.

As a leader, I am dedicated to creating an environment that encourages innovative thinking, teamwork, and mutual respect. My passion for transforming the transportation landscape toward a more sustainable future has been a driving force behind my efforts. This commitment has not only shaped my leadership style but also helped position my current organization as a market benchmark.

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## EXPERIENCE

### **ELECTROLUX GROUP**

Porcia/Italy

Nov 2024 - Present

#### **Group Procurement Logistics Director**

- Global lead in sourcing of transport and logistics services encompassing all business areas.
- Implementing a financial focus in reporting as well as developing tools as to gear up speed in sourcing decisions and leaner process.
- Promoting people development thru Intent Based Leadership, accountability, and generating a culture of free-thinking.

### **ELECTROLUX GROUP**

Porcia/Italy

Mar 2019 – Oct/2024

#### **Logistics & Services Purchasing Director**

- Shaping the future of transport and contract logistics, overseeing and steering sourcing & procurement activities, driving comprehensive end-to-end logistics solutions for the entire European Business Area and collaborating at Global Level.
- Orchestrating Inbound & Outbound Logistics in a thrilling pursuit of heightened service excellence, sustainable supply chain practices, and revolutionary operational innovations.
- Value-Driven Initiatives: Championing impactful projects that enhance operational efficiency, ensuring a strategic alignment with long-term goals for sustained growth.
- Sustainability Advocate: Propelling an agenda focused on environmental stewardship and pioneering logistics innovations.

### **ELECTROLUX CHILE**

Santiago/Chile

May 2016 – Mar 2019

#### **Senior Purchasing Manager**

- Championed Procurement Transformation in Chile over, seeing the acquisition of raw materials, components, services, contracting, equipment, and the intricacies of warehousing & distribution.
- Exemplified Visionary Leadership, orchestrating a 15-member team to prioritize compliance, integration readiness, and delivering unwavering support to industrial operations.
- Achievements and Innovation: Spearheaded a strategic focus resulting in consecutive years of exceptional Direct Material savings, establishing our region as a top performer within Electrolux Group.
- Fostered Continuous Improvement: equipping the team for enhanced efficiency and added value, shaping our trajectory to become a highperforming Purchasing organization.

### **ELECTROLUX BRASIL**

Curitiba/Brasil

Apr 2014 – May 2016

#### **Purchasing Controller & Product Line Manager**

- Strategic Purchasing Controller: Drove financial excellence and supply chain innovation through meticulous budget planning and the implementation of robust financial controls, ensuring precision of financial reporting.

- Analytical Expertise, performed in-depth analysis of planned vs actual results, adeptly navigating market fluctuations to make proactive, informed decisions, anticipating shifts in the economic landscape.
- Innovation and Risk Management: Introduced advanced spend visualization dashboards for Direct Materials and services, and launched an innovative Supply Risk Management (SRM) tool to mitigate supply chain vulnerabilities, showcasing a commitment to cutting-edge solutions.
- Product Line Management: Led the Cooking category, successfully launching nearly a dozen products in under two years and expanding the product range in Chile and Argentina.
- Purchasing Achievements: notable improvements in Product Line costs, particularly in the glass commodity, resulting in a significant savings of USD 4.5 million.

### **FIAT CHRYSLER AUTOMOBILES**

Betim/Brasil

Nov 2011 – Mar 2014

#### **Head of Commodity for Mechanical Group - Director**

- Strategic Commodity Executive with a proven track record of driving growth for Fiat Group in Latin America.
- Managed a diverse Mechanical Group commodities portfolio exceeding USD 1.3 billion across the industrial and automotive sectors.
- Directed strategic oversight of a multi-billion-dollar portfolio, ensuring budget control and optimal resource allocation.
- Developed and implemented robust commodity strategies that enhanced efficiency and quality in new vehicle development.
- Fostered global collaboration, leveraging cross-cultural expertise for resource optimization and alignment with international teams.
- Mentored a team of 13 professionals, including Commodity Managers and Buyers, to foster a culture of high performance and continuous development.

### **CNH INDUSTRIAL LTDA**

Contagem/Brasil

Apr 2009 – Oct 2011

#### **Commodity Manager for Mechanical Group**

- Strategic Leadership: Spearheaded a multi-functional team, optimizing direct material management and product innovation across four Latin American industrial plants.
- Financial Acumen: Managed a USD 500 million budget, ensuring purchasing activities aligned with strategic objectives and delivered significant cost efficiencies.

- Product Development Expertise: Championed new platform development for off-highway vehicles, automobiles, trucks and engines, leveraging technical reviews and market analysis to drive project success.
- Collaborative Strategist: Played a pivotal role in shaping the long-term strategy plan for Latin America, collaborating closely with leaders from other sectors to ensure a cohesive and effective approach.

### **FIAT CHRYSLER AUTOMOBILES S.P.A.**

Torino/Italy

Sep 2007 – Mar 2009

#### **Global Purchasing Commodity Specialist**

- Global Commodity Strategist: Championed a paradigm shift towards long-term, integrated management, defining and executing commodity strategies that drove continuous, aggressive results.
- Strategic Procurement Leader: Managed a high-stakes portfolio, leading a team of 7 to oversee USD 570M in spend across Off-highway and On-highway sectors at European Global HQ.
- Supplier Integration Champion: Pioneered a forward-thinking approach, instilling a long-term mindset in supplier management. Promoted early supplier involvement during project execution, fostering collaborative partnerships.
- Cross-Functional Collaboration Architect: Leveraged a multi-brand portfolio and harnessed business synergies within the Purchasing community, achieving optimal results in new project development and manufacturing operations.

### **CNH AMERICA LLC**

Chicago/USA

Sep 2005 – Aug 2007

#### **Commodity Specialist**

- Spearheaded a high-caliber team of three, steering a multi-commodity portfolio in North America, with an annual spend of nearly USD 300 million, focusing on key agricultural and construction vehicle components, including engines, axles and transmissions.
- Mastered comprehensive commodity strategies, ensuring seamless tactical implementation and management.
- Advanced strategic supply base management through long-term contracting, optimizing supplier performance.
- Cost Reduction Expertise: Identified and executed cost reduction opportunities, incorporating both technical and commercial considerations.
- Championed innovation and technological advancements, contributing to the development of cutting-edge vehicle platforms.

**CNH LATIN AMERICA LTDA**

Contagem/Brasil  
Jul 2002 – Aug 2005

**Senior Buyer**

- Expertly managed procurement of key local commodities for Latin America, optimizing spend across all powertrain technologies and achieving notable result in savings.
- Led the development and execution of supplier strategies, including rationalization and global sourcing, enhancing supplier base and cost efficiency programs.
- In a broader global context, I led a worldwide team in implementing a new Purchasing Procedure on a global scale.
- Streamlined import/export processes, achieving reduced lead times and lower logistics costs through effective coordination.

**CNH LATIN AMERICA LTDA**

Contagem/Brasil  
Apr 2001 – Jun 2002

**Industrial Logistics, Materials planner**

- Spearheaded strategic materials coordination and acquisition excellence, ensuring a flawless integration of CASE Tractors by leading the transfer of materials from one plant to another, with precision and efficiency.

**TEKSID DO BRASIL LTDA**

Betim/Brasil  
Jan 2000 – Nov 2000

**Import and Export analyst**

- Managed end-to-end import and export operations, ensuring seamless movement of materials and components across international borders.

## **EDUCATION**

### **IBMEC BUSINESS SCHOOL, MBA**

Belo Horizonte/Brasil  
2011

#### **MBA Executive in Finance**

- Executive MBA with specialization in Finance, emphasizing practical business applications.

### **FUNDACAO GETULIO VARGAS**

Belo Horizonte/Brasil  
2003

#### **MBA in Industrial Logistics**

- MBA in Industrial Logistics with a focus on supply chain optimization, inventory management, and process improvement.

### **UNIVERSITY CENTER NEWTON PAIVA**

Belo Horizonte/Brasil  
1997

#### **Bachelor's in administration and foreign Trade**

- Bachelor's degree with a focus on Business Administration and International trading.

## **MULTILINGUAL PROFICIENCY**

English, Italian, Spanish, Portuguese

## **SKILLS**

- Critical thinking, judgment & decision-making focus.
- Self-motivated, energetic, trustworthy, and detail-oriented.
- Strong leadership in managing diverse teams.
- Project Management expertise.

## CERTIFICATIONS AND SEMINARS

- Background in Economics & Accounting
- Strategic Supply Chain Management 4.0 – Tecnológico de Monterrey, Mexico.
- Leadership and High Performance – Torino, Italy.
- Supply Chain Management – NAPM Chicago, USA.
- Effective Negotiating – Karrass.
- International Logistics seminar.
- Export, Import & Transportation seminar.

## COMMUNITIES AND EXTERNAL CONTRIBUTIONS

- European Commission: Representative of Electrolux in mobility topics
- Freight & Leaders Council active contributor
- ALICE (Alliance For Logistics Innovation through Collaboration in Europe)

## SOME ARTICLES ON THE WEB

[https://www.linkedin.com/posts/marcelo-marcal-9143a51a\\_logistics-electrolux-scaniatrucks-activity-6980191395655368704-Fasg?trk=public\\_profile\\_like\\_view](https://www.linkedin.com/posts/marcelo-marcal-9143a51a_logistics-electrolux-scaniatrucks-activity-6980191395655368704-Fasg?trk=public_profile_like_view)

<https://www.scania.com/it/it/home/about-scania/newsroom/news/2022/Si-rafforza-la-partnership-tra-Scania-Gruber-Logistics-ed-Electrolux-Italia.html>

<https://www.etp-logistics.eu/wp-content/uploads/2023/05/ROUND-TABLE-Shippers-A.Condotta.pdf>