

# **ERIC DAVID COHEN**

<b>CAREER SUMMARY</b>	<p>Career developed in the areas of Business Development and Marketing Managed undergraduate and graduate programs, coordinated teaching staff and set qualitative goals Researcher in the areas of General Management, Precision Marketing Quantitative Methods and Organizational Behavior CEO of Commercial Bank at Carrefour in Brazil</p>
<b>ACADEMIC BACKGROUND</b>	<p><b>FUNDAÇÃO GETÚLIO VARGAS</b> Ph.D. Business Administration – 2004</p> <p><b>CLEMSON UNIVERSITY</b> Master of Business Administration – 1998</p> <p><b>ARIZONA STATE UNIVERSITY</b> Master of Computer Science – 1993</p> <p><b>UNIVERSIDADE S. JUDAS TADEU</b> Electrical Engineering – 1982</p>
<b>LANGUAGE SKILLS</b>	<p>Portuguese, English, French, Italian and Spanish.</p>
<b>CAREER DEVELOPMENT</b>	<p><b>STATE UNIVERSITY OF CAMPINAS</b> <b>Associate Professor</b> (2013 – present) Professor and Researcher in the areas of Marketing, Strategy and General Management</p> <p><b>FACULDADES ALVES FARIA</b> <b>Professor</b> (2011 –2012) Professor, graduate course in Business Administration, specializing in Market Research and Quantitative Methods</p> <p><b>CENTRO UNIVERSITÁRIO CURITIBA</b> <b>Rector</b> (2009 –2010) Business Leader responsible for the implementation of business strategies, academic quality, and business expansion</p> <p><b>IBMEC – BRAZILIAN INSTITUTE FOR CAPITAL MARKETS</b> <b>Professor; Director</b> (2005 – 2008) Business leader for the Executive Programs (MBAs / In Company) in the cities of Rio de Janeiro, Belo Horizonte, Brasília, as well as for managing the business partner network</p>

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**CARREFOUR****CEO** (2000 – 2004)

General Manager of the Financial Services company. Implemented new financial products for 6 million customers, including insurance products, employee cards and Customer Relationship Management  
Managed Compliance, Internal Controls, Marketing and Product Development, Risk Management and Customer Service  
Member of the Board of Directors  
Created the commercial Bank and was its first CEO

**AMERICAN EXPRESS****Business Engineering Director** (1999)

Headed corporate projects for process and quality improvement  
Headed the Business Continuation plan and managed the corporate Operational Risk  
Managed Service Level Agreements and implemented Balanced Scorecard

**ZURICH FINANCIAL SERVICES****Corporate Development Manager** (1998)

Head of the Marketing, Human Resources and Strategic Planning areas  
I coordinated the company's strategic planning process liaising with the Business and Support Units

**CITIBANK****Manager** (1995-96)

Leader for customer services, operations management and risk  
Implemented vendor management and Service Level Agreements with end users, according to corporate requirements  
Implemented operational processes to support market launch

**AMERICAN EXPRESS****Manager** (1997)

Process Owner for Risk Management, I implemented new econometric models and redesigned processes leading to best in class economics

(Miami, USA) **Marketing Manager** (1993 – 1994)

Implemented CRM and Marketing Database for the Latin America and Caribbean region

Developed predictive models for customer profitability, attrition and behavioral segments to leverage usage; loyalty and customer lifetime value

**Financial Planning Manager** (1986 – 1992)

Developed the Sollo Card's Business Plan, and managed the Annual Plan and monthly financial results reviews

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