

# Pedro Trus Mendes

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## Summary

I am pursuing a Master's degree in International Business at the University of Warsaw, and I also have finished my MBA in business technology and also hold an MBA in Sales. I have started my career as a sales representative in the eyewear business, followed by an important experience in retail business management when I could develop other skills such as training and managing staff, accounting, stock management and controls. I have learned how to operate in a challenging and multicultural environment.

Prior to the previous experiences I ran my own music production company.

Native level of Portuguese and English as I went to international schools when young where both languages were spoken, as well as English and Portuguese, I speak Spanish.

Work authorisation: European Union

## Experience

### Operational Manager

Óticas Diniz

Jul 2016 - Aug 2018 (2 years 2 months)

Óticas Diniz are one of the biggest opticians in Brazil and they are based in São Paulo. When I was hired, two of their shops were going through financial and administrative difficulties. During the period I introduced:

Strict financial controls that improved cash flow

Improved purchase and inventory program reducing costs

Training program to sales staff (12 people at the time) in order to improve sales and customer support

Recruiting new staff

New products that brought an improved margin

Dealing with customers queries and complaints

Maximizing profitability and setting sales targets

### Sales Representative

De Rigo

Jan 2015 - Jul 2016 (1 year 7 months)

Commercial representative in the optical sector for De Rigo Brasil brands, for the State of São Paulo.

De Rigo is one of the largest eyewear products distribution company, based in more than 80 countries including Brazil. I was responsible for 250 clients in the state

During the period I:

Worked as sales representative B2B of De Rigo main brands, introducing a customized customer care to their clients in the state

Understood the needs and challenges of small, medium and large sized optical shops in the state, with regards introduction of new products, inventory and staff training which enabled me to help them to overcome those challenges

Introduce new customers to the existing portfolio

Presented, promoted and sold optical frames using solid arguments to existing and prospective customers

Established, developed and maintained positive business and customer relationships

## Education



### **University of Warsaw**

Master of Arts - MA, International Business

Sep 2021 - Jul 2023



### **Pontifícia Universidade Católica do Rio Grande do Sul**

MBA, Business Technology - Data Science, AI and Big Data

2020 - 2021



### **Pontifícia Universidade Católica do Rio Grande do Sul**

MBA, Sales and Negotiation

2019 - 2020



### **Universidade Anhembi Morumbi**

Undergraduate Degree, Technology in Music Production

2011 - 2014

## Skills

Multilingual • English • Spanish • Gestão de vendas • Customer Satisfaction • Customer Experience  
• Business Strategy • Microsoft Excel • Microsoft PowerPoint • Business Planning