

# DANTE CONETTA V

## CHIEF EXECUTIVE OFFICER

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### EXECUTIVE MANAGEMENT

*Strategic Planning - Sales and Marketing Management – Finance – Leadership Development*

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Accomplished executive with domestic and international experience in marketing and sales strategies, finance management, multichannel product distribution and leadership in growth companies and turn around processes. Results oriented, decisive leader with proven success in new market identification and strategic positioning for distribution, *oil and gas* and services organizations. Track record of increasing sales and growing bottom line while spearheading operational improvements to drive productivity and reduce costs. Superior interpersonal skills, capable of resolving multiple and complex (sales, human resources, legal, financial, operational) issues, motivating and develop staff to peak performance.

### CORE COMPETENCIES

- Visionary Leadership
  - People Development
  - Crisis Management
  - Strategic Leadership
  - Risk Management
  - Budget / Sales Forecasting
  - Business Turn Around
  - Marketing and Sales Strategies
  - Public and Media Relations
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### PROFESSIONAL EXPERIENCE

#### **LIDERMAN (The Carlyle Group Company)** **Corporate CEO, 07/2015-Present**

*Provided executive leadership for \$170 million security business in Peru, Ecuador and Chile with a \$10 million of EBITDA. More than 17,000 employees in the largest and leading security company for manned and electronic security solutions.*

Led operations and strategic direction with full responsibility for bottom line factors in our 4 companies. Provide cross functional management; direct three Country Managers, CFO, COO and 4 senior managers; and general oversight of 17,000 employees. Redefine business model; organizational structure; oversee major pricing decisions and maintain our organizational culture as a leading business model while ensuring the top positions in GPTW Rankings.

#### **Key Achievements:**

- EBITDA growth of 10.1% in 2015 and 21.3% in 2016.
- Substantially improved productivity with training and change organizational structure while reducing staffing and operational costs by 12%.
- Development and introduction of new technological solutions to replace manned guarding positions with high margin products while increasing value propositions from our clients.
- Opened new market (Chile) and established strategic decisions to achieved breakeven results in twelve months.

#### **CORPORACION PECSA - PERUANA DE COMBUSTIBLES** **Corporate CEO, 07/2011- 01/2014**

*Provided executive leadership for \$1500 million oil and gas wholesaler company and petrol stations in Peru. Business model change from a B2B to a B2C company, including new brand image, launching of C-Stores business, CNG, GLP home distribution, high value gasoline and lubricants.*

Led operations and strategic direction with full responsibility for bottom line factors in our 6 business units: Wholesale, Petrol Stations, C-Stores, GLP, GNC and Lubricants. Created and led marketing and sales strategies, re negotiated high-profile contracts with suppliers, launched new corporate and brand image for B2C customers. Directed executive staff with seven senior managers and four business unit Directors. Trusted Non Executive Board Member of three company investments in oil and gas sector.

#### **Key Achievements:**

- Profit growth in 35% changing the business model from a B2B to a B2C while changing brand image and launching a line of new products and services.
- Increase the own petrol station net from 42 to 80 operations.
- Lean back office processes preparing ERP implementation.
- Development of a High Performance Management Team, career plan, performance appraisal for the following five years as a corporate strategy.

## **BRITISH AMERICAN TOBACCO**

**CEO, 06/2009 - 06/2011. Lima, Peru.**

**Marketing Project Manager, 01/2008 – 05/2009. Santiago, Chile.**

**National Sales Manager and Country Manager Ecuador, 01/2005 – 12/2007. Lima, Peru.**

**Finance Manager Peru and Ecuador, 02/2004 – 12/2004. Lima, Peru.**

*Provided executive leadership for \$150 million tobacco business in Peru. Business turn around from an accountant impairment possibility after accompany acquisition, to a sustainable and profitable leading business with the highest standards of operation and best practices in BAT.*

Led operations, strategic direction and implementation with full responsibility for bottom line in the distribution business in Peru. Directed executive staff with eight senior managers. Mentored five high performance talented managers. Trusted Executive Board Member of Andean Cluster, accountable for development and delivery regional strategies.

### **Key Achievements:**

- Increased company SOM from 73% to 85% by launching a complex out of the box pricing and trade marketing strategy, to fight against informality and recover gross margin.
- Achieved BAT's international recognition for design and marketing excellence model and business turnaround.
- Boosted market share from 5% to 15% for premium brands by launching new portfolio and focused trade marketing activities.
- Successfully implemented Andean Cluster project with Monitor Consulting Group, an integrated regional business and operational model to reduce complexity and align strategies while prioritizing resources.
- Redefined route to market and a new distribution strategy assuring 99% of numeric distribution.
- Launched global drive brands portfolio, 35% of total sales in three years.
- SAP implementation process, design and deployment.

## **IBM PERU**

**Finance Controller Peru, Ecuador and Bolivia, 01/2001 – 08/2002**

## **INTERTITULOS (Interbank Group Company)**

**Asset Backed Securitization Analyst, 04/2000 – 12/2000. Lima, Perú.**

## **INTERBANK (Interbank Group Company)**

**Financial Auditor, 01/1997 – 03/2000. Lima, Perú.**

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## EDUCATION

Master of Business Administration (International MBA) – **INSTITUTO DE EMPRESAS**, Madrid, Spain. 2002 – 2003.

Master of Science in Finance (MSc) – **UNIVERSIDAD DEL PACIFICO**, Lima, Perú. 1998 – 1999.

Bachelor in Business Administration (BBA) – **UNIVERSIDAD DEL PACIFICO**, Lima, Perú. 1991 – 1996.

## OTHER INFORMATION

**Peruvian and Italian citizenship**