



Enio Garbin

Industry Solution Leader
Retail & CPG

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Education

- MsC Computer Engineering - Pontificia Universidade Catolica do Rio de Janeiro
- MBA - Universidade Candido Mendes

Industry Experience

- Retail
- Consumer Goods
- Consumer Industry

Expertise

- Business Development (new innovation & Tech business)
- Digital Transformation
- Consumer Industry Knowledge



LinkedIn Profile

<https://www.linkedin.com/in/egarbin/>

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Experience Overview

Enio is an Industry Solution Executive with more than 20 years of experience.

- Executive with solid professional performance developed in the areas of Technology and Innovation Businesses, in national and multinational companies in segments such as software services & technology, especially in the Retail, Consumer Goods, Information Technology and Telecommunications industries. Leadership in projects in these segments in Brazil and Latin America.
- Strong performance in technological innovation, with direct support for American companies, leaders in their segments, to enter the Brazilian market.
- Active participation in the process of startup companies, acting as an entrepreneur for 10 years.
- International experience in the USA, Europe, Mexico, Colombia, Ecuador and Chile for strategic meetings, project monitoring and technology research

Representative Engagements

- **Home Depot Mexico:** Design of entire business and operational models for Home Depot Mexico digital retail initiatives including BOPIS, B2C and B2B. Unique industry innovate approach to allow HDepot MX to touch the digital consumers in a complex logistics environment where home delivery was a bad experience, exploiting its strong market and brand presence and stores network all over Mexico.
- **Burger King Brazil:** based on the industry knowledge and IBM experience we were able to identify relevant business impacts for Burger King Brazil: Operating efficiency gain in SG&A - HR, Purchasing and M&A (including logistics): 6% to 8%. Reduction in expenses with indirect costs, long tail, services and CAPEX. Currently at +/- 700MR. Reduction of costs and losses with store maintenance. Currently at +/- 100MR \$ / year. Increased participation of digital channels from <1% to close to 10% (national peers) in line with Burger King Brazil's digital initiatives
- **Avon/Natura:** I have worked with Avon since 2014 defining solutions & delivery innovative features improving Representatives experience with a more flexible, mobile friendly and fast platform, moving Avon to another level of competitiveness reaching 99% of Avon business, 1.2M of Reps and >50% of mobile orders, largest ecommerce operation in Brazil and top 7 IBM WW WCS largest implementation.
- **Grupo Pão de Açúcar:** IBM worked with the client to map the stakeholders, review and modernize the contracts and management model, explore potential new areas to partner and work and seek for cost efficiency. That led to the redesign of GPA SO BAU contract in 2017 to revitalize, extend for +2 years, add move to cloud in several areas and the largest field services IBM contract in Q1/2018.

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