

# MARCELO VASCONCELLOS

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## CORPORATE FINANCE | FP&A | CONTROLLER | BUSINESS STRATEGY

Finance Executive with 20+ years of experience in FP&A, corporate and commercial finance, revenue growth management & pricing, and business strategy across global companies in the Food & Beverage, Technology, Energy, and Retail sectors. Proven track record in leading budget cycles, driving financial transformation, delivering executive insights, and supporting PE-backed environments. Strong leadership, hands-on approach, and results orientation.

### CORE STRENGTHS & COMPETENCIES

#### BEHAVIORAL

Executive Leadership  
Decision-Making  
Problem-Solving & Multitasking  
Detail-Oriented

#### BUSINESS

Financial Planning & Analysis | FP&A  
Executive Reporting & Presentation  
Budgeting, Forecasting & Cash Flow  
Revenue Growth Management | RGM

#### TECHNICAL

M&A and Business Valuation  
Excel Finance Modeling  
ERP Systems  
BI Tools: Power BI & Tableau

### PROFESSIONAL EXPERIENCE

#### FLORIDA FOOD PRODUCTS, INC. (PE-BACKED) | MAY 2023 – PRESENT

##### Senior Director of FP&A, Pricing & Revenue Growth Management

- Built and implemented company-wide FP&A process, reducing month-end close time by 15 days.
- Led annual budget process across all departments and business units.
- Supported strategic pricing adjustments, generating \$2M/year in incremental profit.
- Delivered financial models and ad-hoc analysis to CFO/CEO, PE firm and Investors.
- Deployed Power BI dashboards and FP&A tools for executive reporting.

#### RETAIL STORES FRANCHISEE (ENTREPRENEUR) | 2017 – 2023

##### Managing Partner & Finance Director

- Structured and managed three mall-based retail units generating \$10M/year revenue.
- Oversaw full P&L, cashflow, reporting, controls, pricing, and team of 30+ employees.
- Delivered 10–15% profit margin annually through efficient operations and cost control.

#### VALUE PARTNER CONSULTING | 2016 – 2017

##### Strategy Project Manager

- Led national launch of 4G-based residential internet for Telecom Italy (TIM), generating \$1B/year in new revenue.
- Managed cross-functional teams (50+ staff) across commercial and technical areas.

#### THE COCA-COLA COMPANY | 2013 – 2016

##### FP&A Senior Manager – Business Partner

- Improved contract profitability with key accounts by 10% through financial modeling and negotiation.
- Designed margin dashboard used company-wide to simulate product profitability.
- Supported \$100M/year in ROI-validated productivity investments

#### THE COCA-COLA COMPANY | 2008 – 2013

##### FP&A | Commercial Finance Manager

- Supported \$400M acquisition of Iced Tea company through valuation and due diligence.
- Created joint-venture (JV) structure and profitability models for non-carbonated product lines.
- Doubled margins in partnership with McDonald's through pricing strategies.

#### VALUE PARTNER CONSULTING | BUSINESS CONSULTING | 2007 – 2008

##### OI TELECOM | FP&A AND STRATEGY COORDINATOR | 2003-2007

##### SHELL | FP&A COORDINATOR | 1999 – 2003

### EDUCATION & LANGUAGES

MBA – Corporate Finance & B.S. in Electrical Engineering | Pontifícia Universidade Católica (PUC-Rio), Brazil

English: Fluent | Spanish: Intermediate | Portuguese: Native