

Celso Silva

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PROFESSIONAL SUMMARY

Professional with 8+ years of experience in Pricing and Revenue Management across consulting, consumer goods, and technology. Supports strategic decision-making and contributes to margin and efficiency gains through commercial policies, intelligent resource allocation, and integration with functions that support commercial execution. Certified Pricing Professional (CPP) by the Professional Pricing Society, with a strong analytical foundation and a focus on turning data into actions with measurable impact, combining technical depth with experience leading teams and implementing execution routines.

EXPERIENCE

Forever Liss Professional (FMCG) *Pricing & Commercial Excellence Manager*

São Paulo, Brazil
08/2021 – 08/2025

- Led the structuring of the Pricing function, building the team and establishing investment governance and commercial policies.
- Developed and executed pricing strategies by region and sales channel, balancing competitiveness with profitability.
- Introduced commercial policies in partnership with Sales and Marketing, driving discipline and strategic alignment.
- Designed demand forecasting models to support commercial planning, optimize inventory levels, and reduce stockouts.
- Performed ROI analyses and leveraged promotional actions to optimize investment allocation.
- Produced executive materials and insights for presentation to the Board of Directors.

Quantiz Pricing Solutions (Pricing Consulting) *Sr. Pricing Consultant*

São Paulo, Brazil
03/2019 – 07/2021

- Led projects to define pricing strategies for large-scale clients.
- Designed and deployed pricing frameworks and commercial policies, ensuring commercial discipline and strategic alignment in national and multinational companies.
- Implemented KPIs and BI dashboards for performance management and executive reporting.
- Developed advanced price elasticity models and scenario simulations to support senior leadership in product launches, price adjustments, and brand repositioning.
- Provided consulting to Sales, Marketing, Finance, and IT teams, driving functional alignment throughout commercial execution.

Peers Consulting (Management Consulting) *Business Analyst*

São Paulo, Brazil
10/2017 – 03/2019

- Led organizational transformation projects focused on operational efficiency, cost optimization, and governance.
- Conducted diagnostics of structures and processes, identifying opportunities for improved alignment and organizational clarity.
- Developed roadmaps of initiatives to capture value.
- Coordinated cross-functional teams in implementing solutions designed from diagnostic findings.
- Supported budget planning based on commercial forecasts.

TOTVS (Information Technology) *Trainee*

São Paulo, Brazil
01/2016 – 12/2016

- Participated in a trainee program with rotations in Sales, Operations, and Commercial Planning.
- Redesigned the prospecting funnel, including process, KPI, tool, and commercial routine improvements.
- Developed materials to support and enhance the commercial approach, aligning messaging with the value proposition.
- Delivered training to franchisees, ensuring consistency in adopting the new prospecting model.
- Created an R-based tool for pipeline tracking and performance analysis, automating reports and streamlining decision-making.

Alstom Power (Engineering) *Trainee*

Baden, Switzerland
02/2014 – 01/2015

- International engineering internship focused on the development and performance of gas turbines for power generation.
- Performed thermodynamic simulations to analyze behavior under various operating conditions and calibrate control algorithms.
- Processed and documented performance data used by global engineering teams.
- Provided technical support in commercial negotiations, ensuring alignment between project requirements and customer expectations.

EDUCATION

Certified Pricing Professional Professional Pricing Society

03/2021

Strategic Sales Management Specialization FIA Business School

07/2020 – 12/2020

Mechanical Engineering University of Campinas - UNICAMP

01/2008 – 12/2014

Languages: Portuguese (Native), English (Fluent), Italian (Intermediate)