

Allan Pimenta

COMMERCIAL & REVENUE OPERATIONS EXECUTIVE

Revenue Governance · GTM Strategy · Commercial Excellence · Business Transformation · Supply Chain & Operations

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Open to relocation or remote roles

EXECUTIVE SUMMARY

Commercial and Revenue Operations executive with 27 years of leadership across Ambev and Natura & Co, spanning commercial strategy, revenue governance, Customer Experience, and supply chain. Built and governed a \$55M annual P&L at Natura & Co, leading a network of 18 direct managers and 42,000+ active sales consultants across a fully remote, multi-state structure, sustaining forecast accuracy above 90% and Gallup Q12 above 90 for seven consecutive years. Built Natura's first national Customer Experience function from zero, raising NPS 14 points and cutting critical complaints 23%. Since 2016, founded Voice Group, developing 2,000+ corporate leaders and building a proprietary AI-driven revenue automation stack now in live production. Author, podcast host (1,000+ episodes), and LinkedIn Top Voice since 2022.

CORE ACHIEVEMENTS

\$55M P&L managed, Natura & Co, 9 years, consistently above national average

2,000+ corporate leaders developed, Voice Group, CPFL, Raízen, Patrus and 12+ companies

NPS +14 points (70→84), built Natura's national Customer Experience function from zero

Gallup Q12 above 90, 7 consecutive years, peak score 97

80%+ inbound qualification automated, proprietary AI revenue stack, live production

99.2% inventory accuracy · 18% logistics cost reduction, Natura Regional Logistics

CORE COMPETENCIES

Revenue Operations (RevOps) · Revenue Governance · GTM Strategy · Commercial Excellence · P&L Management · Customer Experience (CX) · Supply Chain Management · S&OP · Data-Driven Decision Making · Change Management · Leadership Development

PROFESSIONAL EXPERIENCE

Founder / Director of Operations and Revenue

National strategic consulting firm focused on commercial transformation and executive development for mid-to-large enterprises

Voice Group, November 2016 – May 2026 (built in parallel to the Natura & Co role below; full-time dedication since March 2023)

- Advised C-level executives and directors on GTM restructuring, revenue governance, and leadership development, reaching 2,000+ business leaders across Brazil
- Designed and deployed a proprietary AI revenue stack (LLM agent, WhatsApp Business API, HubSpot, n8n, Supabase), automating 80%+ of inbound lead qualification in live production
- Delivered corporate leadership programs for CPFL, Raízen, Patrus, and 12+ companies, completing 140+ executive mentoring engagements
- Created three proprietary leadership frameworks (X-LEADER, RX12, GOLDEN), deployed in organizational transformation programs

Results: Author, "Decisões Corajosas" | Host, "Papo de Líder" podcast, 1,000+ episodes | LinkedIn Top Voice since 2022 | Top HR Influencer Brazil 2024

Natura & Co Group | Jan 2008 – Feb 2023 | 15 years across three lateral functions

Global beauty and wellness group, multibillion-dollar annual revenue, operations across 100+ countries

Senior Sales Manager (Director-level P&L and organizational scope within Natura's structure)

March 2014 – February 2023 · SC / MG, Brazil

- Managed a \$55M annual P&L (R\$275M) across a fully remote, multi-state structure, leading 18 Relationship Managers and governing 120 independent business leaders and 42,000+ active sales consultants
- Built full revenue governance infrastructure: weekly pipeline reviews and monthly executive forecasts, sustaining forecast accuracy above 90% across the entire 9-year tenure
- Co-designed and rolled out the IAP (High-Performance Index), a 7-metric governance framework subsequently adopted across Natura's national commercial division
- Led commercial digitization (30%+ of channel converted to digital) and supported the Natura Pay rollout (50%+ financial inclusion across the network)
- Developed 100+ managers and 500+ business leaders across the territory

Results: Above-quota in 7 of 9 annual cycles | 15% annual CAGR sustained | Gallup Q12 above 90 for 7 consecutive years, peak 97

National Customer Experience Manager (National function leadership; direct governance cadence with C-Level)

January 2012 – March 2014 · São Paulo, Brazil

- Built Natura's first national Customer Experience function from zero, integrating logistics, credit, collections, and customer service under unified governance, leading 5 Regional Managers
- Developed the Perfect Service Panel, an executive dashboard connecting operational KPIs to customer-perceived quality, and led the monthly Executive Customer Committee with C-level leadership
- Coordinated weekly cross-functional squads and standardized service and call-center operations nationally, reaching 800 managers and trainees through a customer-centric culture program

Results: NPS +14 points (70 to 84) | Critical complaints reduced 23% in 18 months | Function became a permanent organizational structure

Regional Logistics & Services Manager

January 2008 – January 2012 · Rio de Janeiro, Brazil (Promoted from Distribution Center Coordinator, Matias Barbosa, MG, within approximately 12 months)

- Managed 2 distribution centers, 10 outsourced carriers, and ~1,800 outsourced staff across 9 states, governing ~8 million door-to-door deliveries per year
- Led planning and ramp-up of the Uberlândia/MG Distribution Center, deploying SSI Schaefer automation technology unprecedented in the Southern Hemisphere at the time
- Served as permanent member of the Regional Executive Board and S&OP Committee, integrating demand and capacity planning
- Integrated Supply Chain, planning, commercial, and Customer Experience functions across the region

Results: 99.2% inventory accuracy | Delivery SLA above 96% | Stockouts reduced from 12% to 1.5% | Logistics costs reduced 18%

EARLY CAREER

General Manager – Logistics, Encapa Atacado e Varejo, Belo Horizonte, Brazil (2005–2007)

General Manager – Supply Chain, UAU Inglesa, Belo Horizonte, Brazil (2000–2005)

Sales Representative, Cia. Cervejaria Brahma / Ambev (AB InBev), Belo Horizonte, Brazil (1998–2000)

EDUCATION

Postgraduate Studies in Logistics, Supply Chain & Transportation

UNIVERSITY OF MIAMI, HERBERT BUSINESS SCHOOL

2007 to 2008 (360-hour program)

On-site module completed in Coral Gables, FL

MBA - Business Management

FGV – FUNDAÇÃO GETULIO VARGAS | 2002 to 2003

Professional Master's Studies In Business Administration, Marketing

ADVANCED COURSEWORK COMPLETED. RESEARCH APPROVED AT QUALIFICATION REVIEW. DEGREE NOT CONFERRED.

FEAD | 2007 to 2009

Bachelor of Science - Business Administration

UFMG – UNIVERSIDADE FEDERAL DE MINAS GERAIS

1997 to 2002

LANGUAGES

Portuguese (Native) · English (Fluent) · Spanish (Fluent)

RECOGNITION

LinkedIn Top Voice (since 2022) · Author, "Decisões Corajosas" · Host, "Papo de Líder" Podcast (1,000+ episodes) · Top HR Influencer Brazil 2024

