**Gerardo Amado**

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 L: Greater Houston, TX Metropolitan Area (The Woodlands)

**Summary: Leadership, Strategy & Management**

Global B2B marketing leader, builder of high-performing teams, with 20+ years of commercial experience in marketing management, strategy development, business management, business development, and business analytics. Positive leader and coach with strong bottom-line and ROI mindset and a solid performance record in both global and regional assignments. Effective strategist and customer champion, with proven capability of creating winning propositions that make a difference to our customers. Fluent in English and Spanish, conversational in German, basic Portuguese.

**Skills**

* Leadership, team building, & coaching for performance
* B2B & B2C Strategy development and execution
* New business and brand development
* Value chain optimization
* Proficient in Microsoft Office Suite: advanced Excel, PowerPoint, Word, and Outlook
* Basic Access, IBM SPSS, QlikSense

**Experience**

**Head of Global B2B Sector Marketing, Shell Energy – Houston, TX, USA | 2020 – May 2025**

Built a global B2B marketing team and developed a marketing strategy to help accelerate the growth of a new global business. This business has enabled the delivery of > $20 billion in revenue between 2021 and 2024 across Technology, Heavy and Light Industry sectors. Key results:

* Develop new: Shell Energy global brand & thought leadership strategy, cross-business collaboration
* Deliver through others: Build Shell Energy Brand through thought leadership initiative, leveraging external agencies and global partners
* Marketing campaigns: Delivered > 4Mln impressions p.a. through digital marketing campaigns to amplify our thought-leadership content
* Funnel acceleration: 90+ key customer acceleration opportunities p.a. at events

**Global Marketing Manager, Distributed Energy, Shell New Energies – Houston, TX, USA | 2019 – 2020**

First B2B global marketing leader for Shell New Energies. Developed and executed the marketing strategy to help build the Distributed Energy business from the ground up. Key achievements:

* New business development: Enabled development of pilot key account projects in Mobility and Lubes worth ca. $20Mln
* Commercial strategy: Pioneered cross-business approach for current Global Enterprise Account decarbonization
* Deliver through others: Led setup and delivery of marketing technology stack for Shell Energy in Americas, now going global
* Develop others: Proved the value of B2B marketing, leading to the creation of global and regional B2B marketing teams

**Global Manager, Value Chain Optimization (VCO), Shell Lubricants – Houston | 2017 – 2018**

Global leader responsible for the VCO Program in Shell Lubricants, designed to deliver

ca. $75 MM in incremental cash flow p.a. and increase business returns, by:

* Commercial strategy: Leveraging a network of 50+ stakeholders across Marketing, Sales, Supply Chain, and Customer Operations in all regions to identify and execute projects to improve the end-to-end (E2E) financial performance of the organization
* Develop new: Developing a systematic approach to help business leaders find and unlock integrated value opportunities to optimize working capital and grow revenue faster than cost

**Indirect Channel Marketing Manager, North America Lubricants – Houston | 2015 – 2017**

Leader of the development and execution of the Distributor Value Proposition, B2B and B2C marketing programs and promotions for Shell Lubricants Distributors in North America, the second largest engine oil indirect channel in the globe with revenue of ca. $700 MM.

* Coaching for performance: Managed eight marketing professionals to lead the development & delivery of integrated marketing activity plans and ROI objectives
* Commercial strategy: Optimized SD&A spend through programs that reward Distributor performance and behaviors
* Stakeholder management: Championed the development of major marketing initiatives internally (with Sales) and externally with the Distributor Advisory Council

**Indirect Sectors Marketing Manager, Americas, Global Lubricants – Houston | 2012 – 2015**

Responsible for driving profitable growth in a network of 200 Distributors in the Americas, with total revenue of ca. $1.1 billion. The Americas represent ca. one third of global indirect volume and gross margin.

* Strategy: Led the development of 5-year North America route to market strategy
* Stakeholder management: Led a group of 15 stakeholders, including Senior Sales, Marketing, and Supply Chain Managers to build and maintain the Distributor Value Proposition
* Developing others: Defined channel strategies and develop implementation capability in the areas of sales, marketing, and operational excellence

**Fuels Category Manager, USA, North America Fuels Sales and Marketing – Houston | 2005 – 2012**

Accountable for the delivery of major Retail Fuels Marketing campaigns and initiatives to drive profitable growth in the US in a network of 14,500 stations and total revenue of ca. $30 billion. The US represents roughly 40% of global volume and gross margin.

* Leadership: Led multifunctional teams of 8 to 14 people
* Category management: Developed strategy and implemented initiatives with measurable improvements to key consumer and wholesaler metrics
* Commercial strategy: Influenced spend optimization of ca. $35 MM by recommending adjustments to the media buying strategy
* Develop new: Delivered the Shell Nitrogen Enriched Gasolines brand and the Shell Passionate Experts communications platform by generating consumer insights and translating them into impactful value propositions

**Retail Fuels Marketing Manager, North Latin America Retail – Miami, FL, USA | 2003 – 2005**

Responsible for leading the prioritization, development, and implementation of regional marketing plans in 19 markets. Accountable for delivering sales revenue of ca. $2 billion and manage an operating expenses budget of $6 MM.

* Develop others: Managed a team of six people with roles in pricing, category management, supply chain management, and product quality management
* Deliver through others: Delivered robust gross margin growth by leveraging business analytics and consumer insight to launch new fuels brands, product campaigns, pricing optimization initiatives
* Drive performance: Maintained share of market with less CAPEX and SP&A spend than competitors.
* External affairs: Improved bottom line by $1.6 MM in one year through influencing regulatory changes and orchestrating initiatives aimed at stopping illegal supply in North Latin America

**Project Manager, Integration, Latin America Retail – Guatemala City, Guatemala | 2002**

Responsible for leading the integration of four Latin America Clusters in the areas of network, engineering, HSSE, and retail projects

* Change management:
	+ - Successfully led a team of four Regional Network Managers
		- Represented the Retail business in Planning Process and MIS
* Strategy: Directed the implementation of Global Retail Strategy (GRS) in 14 markets

**Other Professional Experience | 1996 – 2001**

* Project Mgr., Global Retail Strategy, Shell – Caribbean and Central America Retail, 2001
* Manager, Company Owned/Operated Subsidiary, Shell – Guatemala, 2000 to 2001
* Business Analyst, Shell – Guatemala, 1997 to 2000
* Retail Sales Consultant, Shell – Guatemala, 1996 to 1997

**Education**

**Executive MBA, Rice University, Class of 2016**

* Jones Graduate School of Business, Houston, TX, July 2014 – May 2016
* Focus on Entrepreneurship

**B.S. Accounting (Business Mgt. Minor) Brigham Young University**, **Class of 1995**

* School of Accountancy and Information Systems, Provo, UT, August 1995
* Scholarship: Preston Hughes Foundation, Inc., 1993 – 1995
* International Students Honors List, Winter Semester and Spring Term 1993

**Hobbies**

Song writing, grilling steaks for my family & friends, traveling, triathlon.