ALEX GODOY

CEO | Logistics, Supply Chain and Foreign Trade

Director · Senior Management · C-Level | Strategic Sales · Global Operations · LATAM Expansion

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EXECUTIVE PROFILE

CEO of AS Brasil Logística and executive with more than 30 years of experience in Logistics, Supply Chain, Transportation, Procurement, Foreign Trade and Sales, with a track record at multinationals such as **Hyundai Glovis, Chery, Continental, Ford and Herbalife**. Specialist in selling logistics services to major national and international players, with sales results of up to R$ 50 million per year, and in AEO (Authorized Economic Operator) certification. Recognized for building operations from scratch, scaling distribution centers and turning the supply chain into a competitive advantage, with a focus on contribution margin, cost reduction and sustainable growth.

Segments: Automotive, Industrial, Food, Retail, E-Commerce, Health Care and Construction. International experience (1 year in Europe and 45 days in China), with strong multicultural relationship skills, especially with Koreans, Chinese, Americans and Germans. Speaker, trainer and host of the program "A Vida da Logística" (The Life of Logistics) on TV Humana.

30+	**USD 400 MM**	**USD 35 MM**	**R$ 50 MM**
years leading logistics and supply chain	operation and factory built from scratch (Chery)	saved through Ex-Tarifário duty exemptions (85% success rate)	in annual sales results

KEY COMPETENCIES

Leadership & Management

- Leading high-performance teams
- Strategic planning and P&L management
- Project management and transformation
- C-Level negotiation and key accounts

Supply Chain & Operations

- National and international supply chain
- Transportation, warehousing and DCs
- Procurement and supplier development
- Foreign trade: DUIMP, DSA, DUE and AEO certification
- Highly complex special cargo

Sales & New Business

- Consultative B2B sales of logistics services
- Sales results of up to R$ 50 MM/year
- Key accounts and major national and global players
- Business prospecting and expansion in LATAM
- Ex-Tarifário duty exemptions and tax optimization

KEY ACHIEVEMENTS

- **Complete factory imported from China:** import of infrastructure and equipment with Ex-Tarifário (Brazilian import duty exemption) approved in ~85% of requests (market average: 60%), generating savings of about USD 35 million.
- **Sales of logistics services – up to R$ 50 million/year:** sales to Volkswagen, Scania, MAN, DAF, Mattel, Amazon, Bridgestone, Hyundai and others, covering transportation, freight forwarding, warehousing and foreign trade.
- **AEO Program:** led AEO certification at Hyundai Glovis, which joined the AEO Program Advisory Forum (2024–2025) and took over the AEO Security Technical Chamber – Cargo Agent.
- **Europe:** implementation of auto parts consolidation centers and a Trading Company, centralizing operations in England, Germany, Spain, France and Belgium.
- **Distribution centers:** implementation and management of DCs with more than 350,000 SKUs (R$ 50 million) and branches across Brazil; design of an 80,000 m² DC; distribution model focused on contribution margin.
- **Digital transformation of processes:** implementation of SAP, Oracle, JDE, TOTVS Protheus, Ecomex, EIC, Salesforce and Movtrans, plus ISO 9002/14001 and AEO certifications.

PROFESSIONAL EXPERIENCE

CEO
AUG/2025 – PRESENT

AS Brasil Logística | *customized logistics solutions*

- Founded and leads the company, with a full portfolio: road transport (FCL, LCL, FTL, LTL, distribution, crossdocking, JIT), special cargo (oversize and overweight), warehousing, port services, in-house operations, freight forwarding and customs clearance.
- Sales of logistics services to major national and international players such as Volkswagen, Scania, MAN, Bridgestone, the Hyundai Group and others.
- Official partnership and representation with CTA-SP for inspection and security services with detection dogs, supporting AEO Program requirements; road operations with real-time control through TransApp.

Hyundai Glovis Brasil Logística
JUN/2013 – JUL/2025

Senior New Business Manager, Latin America | *Korean logistics operator of the Hyundai Motor Group*

- **Career path:** Foreign Trade Manager (2013–2020) → Senior Operations and Sales Manager (2020–2023) → Senior Operations and CRM Manager (2023) → Senior New Business Manager LATAM (2023–2025).
- Developed new 3PL business in Latin America: sales strategy, channels, business unit, budget and marketing; management and development of logistics suppliers.
- Sales results of up to R$ 50 million/year in logistics and foreign trade services (import, export, freight forwarding and special cargo) for major market players such as Volkswagen, Scania, MAN, DAF, Mattel, Amazon, Bridgestone and the Hyundai Group itself.
- Responsible for AEO certification and for after-sales relationship management (CRM) of strategic customers.

Logistics, Import and Procurement Manager
JUL/2010 – MAY/2013

Chery Motors do Brasil | *largest Chinese automaker*

- Start-up of the Brazilian operation: design of the supply chain for importing vehicles, parts, equipment and the factory (USD 400 MM).
- Implementation of a DC and development of more than 250 service and parts suppliers.
- Ex-Tarifário duty exemptions with an average 85% success rate, saving USD 35 MM. Implementation of Protheus and Ecomex.

Operations Director
OCT/2007 – APR/2009

GP Investments Group | Imbra Dental Treatments | *growth and expansion phase*

- Management of the largest dental prosthesis laboratory in Latin America, with a team of 394 employees, and operation of 25 clinics.
- Creation of a Procurement Shared Services Center with 50% cost reduction; in-house inventory management software.
- Reduction of operational service lead times from 7–10 days to 24 hours. Implementation of KPIs and JDE.

Operations Manager
OCT/2005 – OCT/2007

AGV Logística | *major national logistics operator*

- Led a team of 320 people in in-house operations for high-volume customers such as Cereser, Diageo, Castelo, Sagatiba and Purina.
- Design of a new 80,000 m² DC for 40 customers.

Distribution Center Manager
JUN/2004 – OCT/2005

B2W – Submarino (now B2W Companhia Global do Varejo) | *e-commerce*

- Management of a 9,500 m² DC with more than 100 employees, R$ 50 million in inventory, 300 suppliers, 3,500 SKUs/day (30,000 pieces) and more than 8,000 orders shipped per day.

Logistics Manager
MAR/2002 – JUN/2004

Herbalife International do Brasil | *American direct-selling company*

- Management of 3 DCs, imports and exports, forecasting and inventory planning (FIFO/FEFO). 100% increase in storage capacity and 85% reduction in order picking lead time (from 4 days of delay to zero).
- 40% reduction in freight costs and import costs. Implementation of Oracle.

Logistics Manager

FEB/1998 – JAN/2002

Continental do Brasil | *Germany's largest tire manufacturer*

- Start-up in Brazil: design and implementation of the entire import logistics and national distribution operation.
- 40% reduction in logistics costs, supporting 10x sales growth. Implementation of SAP.

Import Manager

AUG/1995 – FEB/1998

Ford Brasil | CLB Logistics (now CEVA Logistics) | *automotive industry*

- Participation in the launch of the Ford Fiesta and KA; implementation and management of 3 DCs in Europe serving Brazil and Argentina.
- Implementation of a just-in-time DC in Brazil.

ADDITIONAL ACTIVITIES

- **Host and speaker – TV Humana** (MAR/2026 – present): program "A Vida da Logística" (The Life of Logistics), with interviews of leaders in Supply Chain, Logistics and Foreign Trade.
- **Owner-partner – AGODOY Business Consulting** (2000 – 2025): strategic planning, start-ups, supply chain, logistics projects, sales and e-commerce; clients include Sorridents Franchising and Grupo Velasco.
- **Founder and managing partner – EProtese** (2008 – 2012): solutions for dental prosthesis laboratories.
- **Director of the Fiscal Council and committee coordinator** at Abralog/ASLOG (2002 – 2004).

EDUCATION

MBA in Artificial Intelligence Uniitalo **AUG/2026 · in progress**

Psychotherapy – Therapist & Mentor Protocol Universidade Emocional – Instituto Giomo **NOV/2025 · in progress**

Master's in Business Administration Unibero **2002**

Postgraduate in International Marketing UNIP **1997**

Bachelor's in Foreign Trade Unibero **1995**

LANGUAGES AND INTERNATIONAL EXPERIENCE

Fluent **English · Spanish**

Basic French · Italian · German · Chinese · Korean

Professional and business experience in 15 countries: United States, South Korea, China, England, Germany, France, Belgium, the Netherlands, Spain, Portugal, Argentina, Paraguay, Uruguay, the Bahamas and the Dominican Republic.

AWARDS AND CONFERENCES

- **Best Transportation and Logistics Professional 2021 and 2023** – Brazilian Leadership Association; titles of Commander (Comendador, 2021) and Count (Conde, 2023).
- Participation in ASLOG, FENASLOG, INTERMODAL, Automotive Business, FENATRAN and MOVIMAT; VI Transposul (2004); CNL (2003).

EXECUTIVE DEVELOPMENT

- **Fundação Dom Cabral** – Management Development Program; Development of Managers in HR Skills and Tools (2001).
- **Management 3.0** – Foundation Workshop (2023–2024); Executive, Life and Career Coaching – Selma Amaro (2011); Microexpressions – ExpressaMente (2017).
- **Systems:** SAP (R2, R3, BW, SD, Transportation); TOTVS (Protheus, Fluig, Finance, Logistics, Tax and Billing).
- SBDE – Entrepreneurial Attitudes (2011); PDCA Tools – FDG (2001); German course in Cologne (1996); English at Saint Peter's School, Canterbury (1994).

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