

LUCIANA FLORÊNCIO DE ALMEIDA

Brazilian, 44 years, married

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QUALIFICATIONS

Luciana Florêncio de Almeida holds a PhD in Business Economics from FEA / USP with a Post Doc at the Technical University of Munich in the Department of International Agribusiness. She holds a master degree in business administration from UFLA, Minas Gerais, Brazil. He attended as a visiting researcher in the Department of Agricultural Economics at the University of Missouri, USA and in the Chair of Food and Agribusiness at the University of Macerata, Italy. Her MSc. dissertation focused in the Brazilian and Canadian dairy market through a corporate strategy approach was granted for the National Council of Science and Technology (CNPq).

During 7 years she worked for Nestle Company attending several areas: product marketing, corporate communication and informational technology. She participated in the promotion actions for the Nescafe launch in Brazil. In 1999 she became a Marketing Manager of Trigonet, a pioneer business to business e-marketplace for the wheat and flour industry. This company received funding from one of the major Brazilian banks, UNIBANCO through the venture capital company e-Platform, headed for formers JP Morgan, McKinsey and Booz-Allen partners, who later became the owners of the enterprise. Since 2003 she is a researcher at the Agribusiness Studies Center (PENSA) of Sao Paulo University. Through PENSA she acted as researcher and teacher for Università del Caffè, a partnership between PENSA and Illy Café. During 10 years, she trained more than 120 high level coffee farmers in the major coffee producing areas. She also was advisory of more than 20 final dissertations and some of than are published in Brazil. Also, she participated in several consulting projects heading marketing intelligence analysis and due diligences, marketing plans and implementation, relationship customer management and strategic planning for agribusiness companies. In 2015, she was invited to occupy the Executive Director position of the Brazilian Coffee Exporters Council (CECAFE). During 10 months, she modernized the institution through the foundation of new paradigms, social programs and alliances with a great number of agribusiness and non-agribusiness associations in order to coordinate and strength the coffee relevance in the country and abroad tackling important issues such as sustainability, rural communities' development, rural succession, slave work, use of pesticides and others. In 2019, she will launch a book co-authoring with Professor Eduardo Spers entitled Coffee Consumption and Coffee Industry Strategies in Brazil, a volume in the Consumer Science and Strategic Marketing Series edited by Professors Alessio Cavecchi and Cristina Santini.

In 1998 she started her career as a professor at the ESPM Business School in Sao Paulo where she teaches courses at undergraduate level: Marketing Management and Business Management. She has been an advisor for undergraduate final papers. Since 2004 she has received the prize of Best Professor of the Semester given for the 50 best ranked professors at ESPM. Her teaching activities also include courses in company and graduate courses as an invited scholar in several universities. Her research activities include the participation in the Marketing and Agribusiness relevant conferences as well those related to the New Institutional Economics field. In 2006 she attended the Ronald Coase Institute workshop held in Boulder, Colorado.

Nowadays her research agenda includes food supply governance, food authenticity, relationship marketing, contracting, trust and alliances.

ACADEMIC AND PROFESSIONAL EXPERIENCE

Senior Researcher, PENSA, São Paulo University (USP), São Paulo, Brazil (October, 2003 – Present)

Associate Professor, Business and Marketing Department, Escola Superior de Propaganda e Marketing (ESPM), São Paulo, Brazil (February-2003 – Present)

Executive Director, Brazilian Coffee Exporters Council (CECAFE), São Paulo, Brazil (September, 2015 – August, 2016)

Associate Professor, Marketing Department, Faculdade Integração Zona Oeste, São Paulo, Brazil (February, 2002 – December, 2003)

Marketing Manager, Trigonet Virtual Marketplace, São Paulo, Brazil (April, 1999 – April, 2001)

EDUCATION

University of São Paulo, School of Economics, Business and Accountancy - São Paulo, Brazil
Av. Prof. Luciano Gualberto, 908 - Cidade Universitária – São Paulo, SP 05508-900
Ph.D. in Managerial Economics, September 2008

Federal University of Lavras – Minas Gerais, Brazil
UFLA Campus Universitário - Caixa Postal 37 – Lavras, MG 37200-000
Master of Science in Business Administration May 2000

School of Business and Marketing (ESPM) – São Paulo, Brazil
Rua Dr. Alvaro Alvim, 123 – Sao Paulo, SP 04018-010
Bachelor of Science in Marketing Management December 1997

MAIN RESEARCH RECORD

Monographs:

1. **Almeida, L. F.** (2008): Ambiente Institucional e contratos de crédito agrícola: três estudos críticos. (*Institutional environment and rural credit contracts: three analytical studies*). University of São Paulo, USP, Brazil (PhD thesis).
2. **Almeida, L.F.** (2000). Estratégias em unidades de produção de leite: comparação de casos em regiões do Canadá e do Brasil. (*Strategies in Milk Farms: case comparison in regions of Brazil and Canada*). Federal University of Lavras, UFLA, Brazil (Dissertation).
3. **Almeida, L.F.** (1997). Eficiência nos sistemas de Produção de Leite e competitividade: um estudo comparativo entre Canadá e Brasil (*Efficiency and competitiveness in milk production systems: comparative study between Brazil and Canada*). ESPM, Brazil (Undergraduate Monograph)

A) Publications with peer review process – Academic Journals

1. **ALMEIDA, L.F.** Corporate communication actions in response to crises: empirical evidence in food fraud. *International Food and Agribusiness Management Review* (submitted in Jan 2018)
2. **ALMEIDA, L. F.** , ZYLBERSZTAJN, Decio . Key success factors in the Brazilian coffee agrichain: present and future challenges. *International Journal on Food System Dynamics*, v. 8, p. 45-53, n. 2017.

3. **ALMEIDA, L. F.** , SPERS, E. E. . Relational exchange and partnerships: the ipanema coffee case. *Organizações rurais e agroindustriais (Ufla)*, v. 18, p. 203-213, n. 2016.
4. **ALMEIDA, L. F.** , MACHADO FILHO, Claudio Pinheiro . Sharing competences in strategic: alliances: a case study of the Cosan and Shell biofuel venture. *Revista de Administração (FEA-USP)*, p. 359-374, n. 2013.
5. **ALMEIDA, L. F.** , ZYLBERSZTAJN, Decio . Análise comparada entre o mercado de crédito agrícola no Brasil e nos Estados Unidos. (*Comparison Analysis between rural credit Market in Brazil and United States of America*). *Organizações Rurais e Agroindustriais (UFLA)*, v. 14, p. 1-, n. 2012.
6. **ALMEIDA, L. F.** , ZYLBERSZTAJN, Decio , KLEIN, P.G. . Determinants of contractual arrangements in agricultural credit transactions.. *Revista de Administração (FEA-USP)*, v. 45, p. 209-220, n. 2011.
7. ROCHA, T. , TOLEDO, G. T. , **ALMEIDA, L. F.** .Criação e entrega de valor ao agricultor: um estudo na indústria de insumos agrícolas. (*Value Creation to farmer: a study at the rural input industry*). *Informações Econômicas (Impresso)*, v. 41, p. 38-51, n. 2011.
8. ROCHA, Thelma , TOLEDO, G. T. , **ALMEIDA, L. F.** . A percepção dos clientes agrícolas sobre os programas de fidelidade: um estudo de caso. (*Farmers' perception of loyalty programs: a case study*). *Revista Brasileira de Gestão de Negócios (São Paulo)*, v. 10, p. 282-294, n. 2008.
9. **ALMEIDA, L. F.** , ZYLBERSZTAJN, Decio . Crédito Agrícola no Brasil: uma perspectiva institucional sobre a evolução dos contratos. (*Rural Credit in Brazil: an institutional perspective over the contracts evolution*). *Intermetx (São Paulo)*, v. 3, p. 2-, n. 2008.
10. **ALMEIDA, L. F.** , **ALMEIDA, L. F.** . A Customer service design case study: insights for customer loyalty in the food sector. *International Food and Agribusiness Management Review*, v. 10, p. 20-34, n. 2007.

B) Publications without peer review process

1. SPERS, E. E. ; HARBELI JUNIOR, C. ; **ALMEIDA, L. F.** ; CHINI, J. . A trilogia do agronegócio: plante produtividade, corte custos e cultivate inovação (The agribusiness trilogy: plant productivity, cut costs and cultivate innovation). *REVISTA DA ESPM*, v. 94, p. 45-55, 2017.
2. **ALMEIDA, L. F.** Como produzir inteligência competitiva na sua empresa? (*How to produce competitive intelligence in your company?*) Blog Saint Paul Escola de Negócios, 08 Jun. 2017 .
3. **ALMEIDA, L. F.**; FERREIRA, T. F. Gestão da Informação e do conhecimento (*Information and Knowledge management*). Agrovevenda, São Paulo, p. 25 , 26 , 03 Set. 2012 .
4. **ALMEIDA, L. F.** Parcerias Estratégicas em Revendas: porque são importantes nos dias de hoje (*Strategic Partnership in Rural Input Retailers: why they are important today*) . Revista Agrovevenda, São Paulo, p. 48 , 50 , 01 Mar. 2012 .
5. **ALMEIDA, L. F.**; Rotta, U. Programa de Análise da Rentabilidade (*Profitability Analysis*). Revista Agrovevenda, São Paulo, p. 30 , 32 , 01 Nov. 2011 .
6. **ALMEIDA, L. F.**. Você já se perguntou hoje: What's going on here?. (*Did you ask yourself today? What's going on here?*). Revista da ESPM, São Paulo, p. 70 , 75 , 01 Set. 2010.
7. **ALMEIDA, L. F.**; ZYLBERSZTAJN, Decio; GORGA, Erica. Crédito Agrícola e sistema jurídico. (*Rural credit and Judicial system*). Agroanalysis, Rio de Janeiro, v. 25, p. 42 , 43 , 01 Set. 2005 .

C) Chapters in Books

Almeida, L.F. Crédito Rural no Brasil. (*Rural Credit in Brazil*). In: ZYLBERSZTAJN, Decio; NEVES, Marcos Fava; CALEMAN, S. M. Q.; ALMEIDA, L. F.. Gestão de Sistemas de Agronegócios . 1. ed. São Paulo: Atlas, 2015. v. 1. 1p . 304p.

Almeida, LF. Marketing de alimentos no Brasil. In: Grazini, J.; Aguiar, P. Marketing de Alimentos para iniciantes. São Paulo: Alexa, 2018

Almeida, LF. Fatores críticos de sucesso na cafeicultura brasileira. In: ZYLBERSZTAJN, Decio ; GIORDANO, Samuel ; REZENDE,

Christiane Leles. . Pesquisas em café da Università del Caffè Brazil 2013-2017. 1. ed. São Paulo: FIA: Università del Caffè: Pasavento, 2018. v. 1. ,440 p .

D) Books (Precontracts with publishers)

Almeida, L.F., Spers, E.E. *Coffee Consumption and Coffee Industry Strategies in Brazil: A Volume in the Consumer Science and Strategic Marketing Series*, Elsevier Inc., Cambrigde (Forthcoming, Nov 2019).

OTHER PROFESSIONAL EXPERIENCES

Marketing Junior, Ice Cream Division, Nestlé, São Paulo, Brazil, December 1995 – May 1996

Promotion Assistant, Promotion and Events Division, Nestlé, São Paulo, Brazil, December 1991 – July 1995

ABROAD COURSES

New Institutional Economics, Agricultural Economics Department, Missouri University, USA, Fall Semester, 2006, Professor Dr. Peter Klein

Strategic Entrepreneurship Seminar, Business School, Missouri University, USA, Fall Semester, Professor Dr. Richard Johnson

Multi-culturalism and Business Environment, McGill University, Montreal, Canadá, Havana University, Havana, Cuba, April/May, 1997

VOLUNTEER ACTIVITIES

Council Director - Marketing Management, ONG Rugby for all, São Paulo, 2005-2007