

Erika Zoeller V́eras

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Professional Experience

HUBEI UNIVERSITY – CENTER FOR BRAZILIAN STUDIES (China) - 2014 / current

Position: Researcher Grantee

- Developing research on Brazilian Students academic exchange at Hubei University: Cultural Encounter and Dealing with the Difference.

CROSS- CULTURAL BUSINESS AND ACADEMIC COOPERATION (China) - 2008 / current

Position: Sino-Brazilian Business Developer

- Supporting and advising Brazilian companies (SME) on how to do business in the Chinese environment through managing the following activities:
 - Bridging business processes and supporting business effectiveness (including goods shipping, customs clearance and final delivery);
 - Meeting suppliers' representatives and negotiating about prices and payment terms, optimization and management;
 - Visit to factories in different Chinese provinces providing detailed reports to the Brazilian companies;
 - Prospection of suppliers and arrangement of business meetings and participation in trade fairs.
- Supporting and prospecting academic, cross-cultural and business cooperation between Chinese universities and foreign universities and institutes through managing the following activities:
 - Organization of international conferences and academic exchanges;
 - Developing academic partnership and sponsorships;
 - Supporting Wuhan University of Technology in all matters related to institutional relations.

ISIALM – INSTITUT SUPÉRIEUR D'INGÉNIERIE D'AFFAIRES LES MANS (China- France) – 2010 / current

Les Mans Higher Institute of Business Engineering

Position: Invited Lecturer

- Annual video-conference to masters' students in Business Engineering: Brazilian Society and Economics.

WUHAN INSTITUTE OF TECHNOLOGY - (China)

Business Department - 2009 and 2013

Position: Lecturer at the Business Department (Cross-Cultural Business Communication and International Business Programs)

- Lectures for graduate students on *Cross-Cultural Business Communication* and *International Business Negotiation* for the International Business Program at the Business Department.

CSEPMI – CENTRAL SOUTHERN ELECTRICAL POWER DESIGN INSTITUTE (China) – 2008 / 2009

Position: Consultant

- Providing preparatory training on *Cross-Cultural Business Communication* for Chinese employees going

abroad (ASIA and MENA) to implement corporate projects.

HONG JI GROUP – SÃO PAULO BRANCH (Brazil) – 2005 / 2006

Chinese multinational in commerce, tourism, cultural exchange and institutional relations

Position: Administrative and International Affairs General Manager

Reporting to: CEO

Sino-Brazilian Group composed by three companies in the tourism, commerce and cultural exchange. In this company, I worked in the management of international affairs between Brazil and China. Also, organized training courses overseas and hosted Chinese government delegations, including direct contact with Brazilian government and private companies. As the responsible for the Sao Paulo office's my duties and responsibilities also included:

- Selecting, managing and training staff;
- Establishing and monitoring projects' goals;
- Organizing and leading weekly meetings to keep everyone updated on project status ensuring that deadlines and high standards are complied with;
- Planning and supporting government delegations business trips to Brazil and China;
- Supervising tourist packages negotiation with air companies, hotel chains and other related services providers;
- Supervising Sino-Brazilian projects for promoting commerce and cultural exchanges between Brazil and China;
- Conciliating the cultural differences between Brazil and China and all facets of running a Sino-Brazilian working environment.

BID - INTER-AMERICAN DEVELOPMENT BANK (Brazil) - 2004 / 2005

Position: Consultant

- Elaboration of reports on social housing. Focus on the French and Italian experiences (St. Denis, France and Torino, Italy);
- Feasibility study of the program in Brazil (São Paulo, Brazil) and supporting the interface with Sao Paulo City Hall.

SENAC – SÃO PAULO, BRAZIL – 2002 / 2003

Brazilian Technical School

Position: Teacher at the Business Program Department

- Lectures on *Assisting the Client and Entrepreneurship* at the Certificate Program at the Business Unit of SENAC Technical School.

TOP EVENTOS LTD. – 2000 / 2003

Brazilian company in the corporate events business

Position: Commercial Coordinator

Reporting to: Commercial Manager

- Sales of in-company training courses on corporate events and customer prospection;
- Following up sales activities and supporting courses mediators (over 40,000 professional have been trained in three years national wide).

C.R. ZOELLER & CO. LTD. – 1990 / 1998

Brazilian auto-parts company

Position: Customer Service Manager

Reporting to: General Manager

- Responsible for supporting the general manager in all matters concerned with customer service and sales development.

Academic Background

- **PhD – Management Science and Engineering (2013)**
Wuhan University of Technology (WUT), China
Full scholarship awarded by the China Scholarship Council - CSC
Research topic: Gender, Entrepreneurship and Shared Value Creation
- **MBA – Emphasis on Strategy of Enterprises Development (2009)**
Wuhan University of Technology (WUT), China
Full scholarship awarded by the China Scholarship Council - CSC
Research topic: Women in Management and the Gender Diversity in the Corporate World
- **Specialization in Marketing (1998)**
ESPM – Brazil
- **B.A - Social Sciences (1996)**
Pontifical Catholic University of São Paulo (PUC), Brazil

International Experience

- **The Netherlands (2011):** 1 month of International Entrepreneurship course at Tilburg University
- **International (2009):** Corporate Social Responsibility e-learning course at The World Bank Institute
- **China (2006 – current):** over 7 years in Asia environment
- **China (2003 – 2004):** 1 year studying Chinese culture and Mandarin language at Nanjing University, Nanjing – full scholarship given by CSC – China Scholarship Council

Idioms

- **Portuguese** – native
- **English** – full professional proficiency
- **Mandarin** – intermediate working proficiency
- **French** – working proficiency
- **Spanish** – elementary proficiency

Additional Information – Honors and Awards

Hubei University Grant – Academic Research 2014-2016.

Who's Who in the World – 31th Edition, USA – 2014.

Interview China Radio International (CRI) – 2013.

Award: Wuhan and I Essay Competition – 2013.

Letter to the Mayor of Wuhan – Changjiang Weekly Newspaper – Wuhan/Hubei – 2013.

Who's Who in the World – 30th Pearl Anniversary Edition, USA – 2013.

Award for Outstanding Academic Performance – Wuhan University of Technology, China – 2011/2012.

Interview Changjiang Weekly Newspaper - Wuhan/ Hubei – 2012.

Interview TV6 Channel – Wuhan/ Hubei - 2012.

IR – International Researchers Journal - Reviewers Board since 2012.

ICIM – International Conference on Innovation and Management – Organizing Team since 2008.

BPW International – Business Professional Women member since 2006.

Publications

More than 15 articles published on conferences, journals, newspapers, magazines and Chinese governmental publications about topics such as the Sino-Brazilian Relations including ways of doing business, Management, and Cultural Differences. The publications are in countries such as China, Brazil, The Netherlands, Germany, Portugal, Spain, Argentina, Malaysia and Japan (the complete list of publications is attached).

Personal Information

Brazilian, married, 43-year old.

Updated in: February, 2015.