



# Valter Fortuna

## Business, Customer Experience & Marketing

Seasoned Professional with 10+ years of experience in customer relations, specializing in sales scaling and retention (CX), with a proven track record in M&A and leading multidisciplinary teams.

## WORK EXPERIENCE

Comportamento Group | Jan/2026 – Present

### CUSTOMER & MARKET RELATIONSHIP CONSULTANT

Responsible for strategic commercial planning, defining tactical goals, and identifying B2B opportunities aligned with the company's technical expertise. I develop customized proposals and lead complex negotiations through to contract finalization. I spearheaded the redesign of the sales funnel, implementing cadence automation and a proprietary proposal generation system via Streamlit, which optimized response times and increased conversion rates. Additionally, I conduct NPS surveys for delivered projects to measure operational efficiency and identify new business opportunities.

Voxx Telecom & Telefonarnet | Oct/2024 – Jan/2026

### SALES, MARKETING, AND CX MANAGER

Strategic management of sales teams (digital, POS, B2B, and external), achieving a 30% increase in overall performance, and marketing (branding and paid traffic), where I reduced CAC from R\$ 700.00 to under R\$ 200.00. I managed the customer journey and crisis response, implementing a 12-hour maximum response SLA on platforms such as Reclame Aqui and Procon. Responsible for developing strategic plans, defining KPIs, brand rebranding, signature events, and persona analysis to enhance customer experiences and business results.

Oliver Conect | Jun/2024 – Nov/2024

### TELECOMMUNICATIONS MANAGER

Full management of the ISP's commercial, administrative, and operational divisions. I developed strategic planning and established a comprehensive budget control process and market entry strategies. Focused on process improvement, fixed asset management, and portfolio diversification, successfully structuring the provider for future Mergers and Acquisitions (M&A) processes.

Juntho Soluções | Nov/2023 – Jul/2024

### GROWTH MANAGER

Commercial management consultancy for small and medium-sized ISPs, focusing on revenue growth and process optimization. I developed KPIs, action plans, and team training while overseeing customer retention, churn reduction, and the implementation of new operational policies. Through these deliverables, I enabled the sustainable growth of four operations across different states in the country.

Houseasy | Mar/2023 – Nov/2023

### ACCOUNT EXECUTIVE

Doubled the company's B2B client portfolio through close and efficient management, focusing on rigorous KPI monitoring, project delivery, ERP system integration, and post-implementation support. Successfully drove the expansion of commercial relationships and the development of new business opportunities.

## CONTACT INFO

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## BACKGROUND

### • BUSINESS & CUSTOMER EXPERIENCE

UNICESUMAR

2024 - 2028

### • PORTUGUESE MAJOR

Júlio de Mesquita Filho University - UNESP

2016 - 2020

## LANGUAGES

- Portuguese - Native
- English - C2
- Spanish - B1
- French - A1

## SKILLS

- Communication & Public Speaking
- Creative Thinking & Problem Solving
- Leadership & Team Management
- Customer Service
- Strategic Planning
- Training & Development
- Project & KPI Management
- Continuous Process Improvement
- Customer Experience
- Business Development

# CERTIFICATIONS

## ACIL LONDRINA

- Comunicação Assertiva e Oratória
- Liderança e Gestão de Equipes

## CONQUER

- Communication & Public Speaking: Communicating Assertively
- Influence and Negotiation

## SENAC

- Corporate Communication

## FORLOGIC

- Innovation dynamics to generate new ideas for your company

## FGV

- Leadership in Times of Uncertainty
- Active Methodologies
- Online Consumerism and Publicity
- Social Responsibility of Organizations: Basic Precepts

## PUC

- Leadership, Continuous Learning, and Resilience
- Lifelong Learning Mentality

## EXAME

- Artificial Intelligence Applied to Business

## PROISP

- Customer Service and Sales Training

## ICOMPRÁTICA INSTITUTE

- Humanized Leadership

## VOITTO GROUP

- White Belt in Lean Six Sigma

Forent do Brasil | Sep/2022 – Mar/2023

## B2B BUSINESS MANAGER

Built and managed strategic partnerships with ISPs, defining corporate identity, business strategies, and operations management. Supervised initiatives aligned with short and long-term goals, including market expansion and client portfolio development. Under my leadership, the company expanded its representation from 2 to 15 major providers, reducing cost per lead (CPL) by 40% in targeted regions and achieving an 18% increase in total revenue.

Webby Internet | Apr/2020 – Sep/2022

## SALES AND RELATIONSHIP MANAGER

Managed telesales and relationship teams, overseeing service hubs across 48 cities and contract back-office operations. I led commercial strategies, including high-performance team training, KPI optimization, and the implementation of lead generation platforms. Responsible for coordinating strategic partnerships in franchise and resale models to expand market presence. I consistently achieved all monthly targets, reaching record-breaking performance with over 1,500 new activations per month.

Webby Internet | Sep/2019 – Apr/2020

## DEVELOPMENT AND EXPANSION LEADER

Supervised merger and acquisition (M&A) processes, focusing on reducing operational costs and improving performance metrics. I managed commercial targets and optimized internal processes while identifying and implementing growth and organizational transformation opportunities. Additionally, I developed and conducted personalized training programs for sales and customer service teams to boost performance and conversion rates, successfully delivering three integrated operations that are now part of the company's core client base.

Webby Internet | May/2019 – Sep/2019

## STORE MANAGER

Supervised financial operations, inventory, and team management. Led customer service and sales initiatives with a focus on operational efficiency and consumer satisfaction at the Paraguaçu Paulista branch.

TIVIT | Mar/2014 – Dec/2014

## CUSTOMER SERVICE SPECIALIST

Resolved inquiries and technical issues related to Claro TV operations, with a strong focus on service excellence and customer retention. Gained experience in ombudsman services, general support, and the sale of "à la carte" digital products, ensuring high satisfaction levels and the achievement of commercial targets.