

LUCIMAR LIMA DE MENEZES

COMMUNICATIONS CONSULTANT/TRANSLATION PROJECTS

OVER 28 YEARS WORKING FOR LARGE LEADING COMPANIES, EITHER MULTINATIONAL OR BRAZILIAN PUBLICLY-OWNED COMPANIES, SUCH AS ALPARGATAS, UNILEVER AND ALCOA.

SOUND EXPERIENCE IN:

- STRATEGIC COMMUNICATIONS FOR HUGE MINING PROJECTS (MOSTLY GREENFIELD ONES IN THE AMAZON REGION)
- CORPORATE COMMUNICATIONS WITH SPECIAL FOCUS ON INTERNAL COMMUNICATIONS AND ENDOMARKETING
- START FROM SCRATCH, DEVELOPMENT AND LAUNCHING OF INSTITUTIONAL MATERIAL AND PUBLICATIONS (VIDEOS, FOLDERS, SOCIOENVIRONMENTAL REPORTS, TOOLKITS)
- PLANNING, DEVELOPMENT AND EXECUTION OF GLOBAL INNOVATION AND MARKETING EVENTS
- IMPLEMENTATION AND COMMUNICATION OF REGIONAL AND SUSTAINABLE PROJECTS
- LEADER OF MULTIDISCIPLINARY COST EFFECTIVENESS AND QUALITY TEAMS
- INTERFACE WITH STAKEHOLDERS (GOVERNMENT AGENCIES, NGOS, PRESS, SURROUNDING COMMUNITIES AND OPINION MAKERS)
- FREELANCE SWORN TRANSLATOR AND INTERPRETER (ENGLISH)

EDUCATION AND LANGUAGES

Bachelor degree in Humanities with accreditation as a Translator and Interpreter (Unibero, São Paulo, 1982)

Master's in Corporate Communications (Anhembi Morumbi/Laureate Universities, São Paulo, 2010)

Proficient speaker in English

Fair in Spanish (good reading and speaking)

PROFESSIONAL BACKGROUND

NEXU COMUNICAÇÃO MULTICULTURAL

06/12 – current

(Consultancy and services provider in translation, interpretation, communications and cultural adaptation for ex-pats moving to Brazil or for Brazilian on overseas assignments, either on a temporary basis or not)

Business owner and director

- ☞ After a phase-in/phase-out stage started in Apr/12, made decision to start-up own business having Brazil's business opportunities with worldwide events on the horizon.

ALCOA ALUMÍNIO S/A

02/11 – 06/12

(Alcoa is the world's leading producer of primary aluminum and fabricated aluminum, as well as the world's largest miner of bauxite and refiner of alumina)

Internal Communications Head for Latin America and Caribbean

Reporting to the LA&C Institutional Affairs Director

- ☞ Head of corporate internal communications, Latin America and Caribbean, by enhancing relationship with internal stakeholders, handling corporate and global events, internal communications tools, awards and crisis management. In addition to integrating the leading team that reorganized the Corporate Institutional Affairs area, helped transform it into an strategic center playing the consultancy role on all communication (both internal and external) and institutional affairs related issues for company's officers, including the CEO, peers and top leaders.
- ☞ After Feb 2012, became head of the area's planning, conducting continuous improvement projects associated with the institutional affairs processes, coordinating and executing change management actions for area's projects, interfacing with the global team, while gathering and responding to global requests and organizing company's top-level visits.
- ☞ Led the Global Impact Award companywide competition – LA&C edition - aimed to recognize, reward, and share best practices of teams who had earned outstanding business results in one of six categories (Growth, Productivity, Asset Management, Environment, Health and Safety, Company's Advantage and Community).

ALCOA WORLD ALUMINA (BAUXITE MINE ENTERPRISE)

04/06 – 02/11

(A Greenfield and sustainable mining enterprise in Juruti, far West of Pará State, Brazil)

Strategic Communications Advisor and Internal Communications Head

Reporting to the Strategic Business Development Manager

- ☞ Strategic communications
 - Manage information and indicators for several areas of the enterprise (construction, engineering, procurement, planning, controllership, environment/health/safety, audit and human resources) by identifying strategic indicators with impact on enterprise's schedules, costs and results for reporting to local and global leaderships.
 - Plan and coordinate strategic meetings and events (local, corporate and global) including to lead the biannual visit of Alcoa Inc.'s shareholders to Juruti in 2006, 2008 and 2009.
 - Develop, format and safeguard strategic presentations aimed for Global Project Review committee meetings.
 - Build and safeguard an image data bank for all stages of the enterprise for the 4-year implementation period.
 - Develop, format and implement a TV closed system (*Juruti Radar*) comprised of indicators and images of enterprise construction stages, company's highlights, EHS awareness campaigns and teasers, voluntary actions and a number of company's breaking news.
 - Develop Enterprise's Panel of Indicators: a visible information management tool with major indicators status and construction physical progress.
 - Develop, produce and launch Juruti institutional symbol: the bauxite cube, symbol of Juruti enterprise's startup.
- ☞ Internal communications
 - Support to EHS, Human Resources and Audit áreas in disseminating awareness campaigns, audit policies, employees' indoctrination programs and ethical code handbooks.
 - Communications with internal stakeholders (employees and contractors): a) "Gente & Ação" corporate newsletter: an Alcoa publication addressed to all employees in Brazil and Latin America; b) "Acontece na Obra" (Breaking news on construction site): specific newsletter showing status of Juruti Mine construction – from 2007 to 2009; c) *JurutInforma*: an electronically-published newsletter addressed to Alcoa Juruti Mine in particular in place since Mar/07; d) *FaleComJuruti*: a specific e-mail developed to allow direct communications with Juruti Mine employees and external stakeholders in place since Jul/07; e) E-mail marketing, wallpapers, banners, posters and electronic cards used as tools in internal campaigns; f) *Nossa Hora*: an unscripted gathering (breakfast) between leadership and employees in place since Set/07; g) *Viva Vida*: a life-quality program, deployed from the corporate program, and in place at Alcoa Juruti

since 2007; h) Alcoa Voluntary Programs BRAVO! and Action: corporate voluntary initiatives disseminated into Alcoa Juruti since mine implementation phase and in continuous progress to date; i) Juruti home page at Intranet's *MyAlcoa* Portal.

- ☞ Institutional Affairs (External Communications, Government Relations and Sustainability)
 - Coordinate events on Sustainability with local stakeholders (e.g. community representatives, government authorities, local Press and NGOs).
 - Edit and publish the *Juruti* newsletter, a monthly publication distributed to both internal and external stakeholders, including the 150 riverside communities in Juruti – from 2006 to 2009.
 - Develop and publish the *Juruti News* newsletter, a monthly electronic newsletter addressing initiatives and programs that foster Juruti sustainable development – in place since 2008.
 - Produce institutional publications for Alcoa Juruti Mine: editions launched in 2007, 2008, 2009 and 2010.
 - Plan, develop, promote and coordinate national and international exhibitions: Juruti Sustentável 2007, FIPAs 2007/2009, Exposibram 2008, Exposição Amazônia in New York 2007.
 - Support Alcoa's corporate communication in interface with media.
- ☞ Juruti Mine official opening event: plan, coordinate and execute the official event in Set/09 attended by the federal, state and local governments, NGOs, the media and community representatives (over 150 people).
- ☞ The ABERJE Award – regional and national editions : an award granted to Alcoa for the outstanding accomplishments in interacting with the Juruti community.
- ☞ The Alcoa Recognition Award 2009 (SARM): a golden trophy awarded to Juruti communications team in the "Community" category for organizing Alcoa exhibition at the Exposibram (the Intl. Amazon Exhibition) in Pará.

SÃO PAULO ALPARGATAS S/A

05/98 – 03/06

(a 100% Brazilian publicly-held corporation, leading the sporting goods segment and an owner of a licensee of brands such as Havaianas, Rainha, Topper, Mizuno, Conga, Bamba and Locomotivas)

CEO and Board of Directors Executive Assistant – Reporting to the CEO

- ☞ Helped put together company's multidisciplinary cost improvement and effectiveness team.
- ☞ In charge of all strategic events, domestic and international trips, executive diary and routines for the CEO.
- ☞ Led organization of technical visits to company's plants for Board and Directors and shareholders.
- ☞ Led implementation of CEO's gathering with employees (breakfasts and lunches) aimed to address company's highlights and updates.
- ☞ Strongly interfaced with shareholding companies (e.g. Camargo Correa, Bradesco).
- ☞ In charge for writing Board of Directors' meeting minutes and safeguarding company's societary documentation.
- ☞ In charge of area budget.
- ☞ Played role of CEO's spokesperson in interfacing with Press, shareholders, advertising companies, and other stakeholders.
- ☞ Major communications contact with VIP consumers (e.g. trend setters, shareholders and families and Board of Directors' members) of company's products.

UNILEVER BRAZIL

12/96 – 04/98

(a large multinational company leading the personal care, detergents and foods segments)

Information & Communications Officer. Reporting to the Regional Innovation and Marketing Director.

- ☞ In charge of all communications activities for the Regional Innovation Center (RIC) for the detergents/liquids category (Omo, Comfort, Passcomfort).
- ☞ In charge of monitoring and reporting on competitors.
- ☞ Planned and coordinated business unit's events, workshops and marketing/innovation conferences both in Brazil and abroad.
- ☞ Developed and managed RIC's regional database (e.g. market, consumer habits, formulas, brands).
- ☞ In charge of preparing and providing products and packaging samples for the Region (South and North of Latin America).
- ☞ Facilitated interchange process among regional countries.
- ☞ Interfaced with design agencies to develop packaging and briefings.
- ☞ Interfaced and communicated closely with Latin America countries that were an integral part of the Regional Innovation Center.
- ☞ Provided close support to RIC members in gathering strategic information for all RIC demands.
- ☞ Planned development and launching of toolkits aimed for brand mix and technology transfer to the Region.

ALCOA ALUMÍNIO S.A./CONSÓRCIO DE ALUMÍNIO DO MARANHÃO

10/82 – 10/95

(an alumina and aluminum industrial plant located in São Luís, Maranhão)

Executive Assistant. Reporting to the Plant's General Director.

- ☞ Direct Assistant to Alumar General Director and member of his staff, attending and coordinating all Plant's strategic and staff meetings. In charge of Plant's Executive Summary Report and daily production indicators summary (Oct/86 to Oct/95).
- ☞ Prior to the General Director, worked as assistant to the whole construction and pre-operation staff for the Refinery Plant (Operations Manager, Technical Manager, Production Manager, Port Superintendent and all expatriate team) while the 400 people team was being put together and onwards (Oct/82 to Oct/86). Played Public Relations role, in partnership with Public Relations area, by leading all plant's strategic event/visits, both domestic and international.
- ☞ Coordinated social projects aimed to Alcoa Foundation and also took part as a full member of the Alumar's PARE Program (a program aimed to treat and recover employees affected by alcohol and drug use and abuse), for six years.
- ☞ Member of quality improvement programs and a Publisher of the Quality newsletter.
- ☞ At plant's startup, had a leading role in expatriates' integration programs and in training newly-hired employees and administrative staff to support the then-transition from construction to operations.

[Career started in 1978, at York S/A Indústria e Comércio. Worked for Price WaterhouseCoopers (formerly Coopers & Lybrand) between 1980 and 1982 and Diamond Shamrock/Ultra Group].

CONTINUED EDUCATION

- ☞ The 2nd. ProZ.com Translators Congress, Jul/10.
- ☞ The Ethos Sustainability Congress, May/10.
- ☞ The MegaBrasil Corporate Communications Congress, May/10.
- ☞ Attendee and member of the ELED (Emerging Leaders Education Development) leadership program by "Universidade Alcoa" (1 ½ year), 2008/09.
- ☞ Alcoa Social Project/Events: Juruti Sustentável, Jan/07; FIPA 2007 Belém/PA, Mai/07, Expositram 2008, FIPA 2009.
- ☞ International congresses: American Translators Association, San Francisco/CA, Nov/07, and Nashville/TN, Oct/95.
- ☞ Accredited Public Translator and Interpreter (title granted in 1999 by the State Government of São Paulo. Active since 1992.

OVERALL INFORMATION

- ☞ Brazilian, 52, three daughters (28, 26 and 21).
- ☞ Voluntary English teacher at recent and past employers.
- ☞ Voluntary teacher to disadvantaged community students linked with the "Conselho Tutelar" in São Paulo.
- ☞ Member of Alcoa/Alumar multidisciplinary team aimed at assisting employees with chemical dependency (the P.A.R.E. Program) – 1989/1995.
- ☞ Member of Alcoa's Advisory team for the *Junior Achievement Program*, 2010.
- ☞ Available to travel or leave outside home city (São Paulo) or Brazil.