



ISABELLA MONTENEGRO PAES DE CARVALHO
Marketing & Business Development Manager

Isabella Montenegro Paes de Carvalho, Bachelor Degree in Industrial Design, MBA in Marketing and Specialization in Strategic Planning.

For over ten years (1993 – 2003), worked at Packaging Design, a design office specialized in packaging, working together with marketing managers of multinational enterprises (MNE) such as Allied Domecq, SC Johnson, L'Oréal, among others.

During 2003 - 2008, worked at Granado Farmácias as Product Development Manager, assisting the Product Manager in the development process from the concept phase to the post-launch analysis phase. Involvement with the new product concept brainstorming meetings. Primary liaison with vendors for Product Development from artwork to product specifications, sculpting, and sample approval. Ensured the accuracy of product and packaging samples and sought approvals required. Approved the final product photography and ensured that the catalog photography was accurate. Ensuring deadlines are met to obtain samples for trade shows & licensors. Worked with Quality Compliance department regarding compliance issues.

For one year (2008 / 2009), worked at HairFly, a cosmetic industry in Recife / PE as a Marketing Manager Consultant, responsible for the Re-Branding of the company, reviving their brands to stand out from the competition and capture a larger share of the market.

From 2009 till now, Isabella is working at EXTRACTA, private company dedicated to Research, Development and Innovation from Brazilian chemical diversity located at Rio de Janeiro, as a Marketing Manager.