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Education

- 01-2004-7-2007 **Doctor of Business Administration – International Business**
Argosy University, Sarasota, Florida
Dissertation topic: The impact of the Brazilian national culture on the corporate culture of multinational companies operating in Brazil (included field work in Brazil and in the U.S.).
- 1978-1980 **MBA – Master of Business Administration**
Brigham Young University, Provo, Utah
- 1974-1978 **Bachelor of Science in Business Management**
Brigham Young University, Provo, Utah

Professional Background

- August 2007-Present **Sul Ross State University – Rio Grande College**
Associate Professor: International Business & Marketing
Responsible for the International Business Program, including teaching all IB courses. Also responsible for promoting the MBA program to the Management of the Maquiladoras in neighboring Mexican cities such as Piedras Negras and Acunha.
- July 2003 ó July 2007 **Virginia Intermont College, Bristol, Virginia**
Associate Professor of International Business &
Director International Business Institute
- Responsible for the IB Program, including teaching international business and marketing courses, plus the development of partnerships with the regional business community
 - Developed/presented three annual International Business Conferences:
October 2006: Business Opportunities in India
October 2005: Business Opportunities in China
October 2004: Business Opportunities in the European Union
All three conferences were attended by the regional business community, students and faculty, and featured speakers from

consulates, trade associations, multinational companies, and the U.S. Government.

- Successful in promoting interaction between IB students and practitioners from multinational companies such as Eastman Chemical, Universal Fibers Systems, Bristol Compressors, Glaxo Smith Kline, plus local, state and federal trade organizations.

August 1996
June 2003

University of Evansville, Evansville, Indiana
Executive-in-Residence: International Business Program

Responsibilities

- Coordinator: International Business Program
- Teacher of international business and marketing courses.
- Academic Advisor to the Delta Sigma PI professional business fraternity and other student organizations.

Accomplishments:

- Developed International Business Program from scratch.
- Elected 1999 Business Professor of the Year.
- Developed and taught a program on Export Management (**Globe Program**) in Partnership with **Junior Achievement of Southwestern Indiana**, General Electric, UPS, Toyota, Bristol-Myers Squibb, Whirlpool, and the University of Buenos Aires in Argentina. Students formed a legitimate company and actually imported and exported products from and to Argentina. This program provided numerous opportunities for the students to network with the business community.
- Developed/presented four annual International Business Conferences:
2001 ó òNAFTA - North American Free Trade Agreementö
2000 ó òUK ó Gateway to Business in the European Union.ö
1999 ó òBrazil & Argentina ó Gateway to Business in South America.ö
1998 ó òTaiwan ó Gateway to Business in the Asian Market.ö
All four conferences were attended by the business community and students, and featured speakers from consulates, trade associations, multinational companies and the U.S. Government.
- Taught at Harlaxton College in England in the spring of 1998 and in the fall of 2001. Harlaxton College is owned and operated by the University of Evansville.
- Promoted interaction between the university and the local community, including businesses, service organizations, government, etc.

1990-1996

**Connaught (Fruit) Trading, Inc., a subsidiary of Cadbury-Schweppes.
Andover, MN**

Director: International Trade, Marketing and Sales

- Responsible for all marketing and sales efforts worldwide with primary emphasis on the development of a Latin American trading base.
- Reported to the president and was directly responsible for five managers and, indirectly, for 20 trade specialists and country representatives.

Accomplishments:

- Developed strategic plans for new market developments.
- Established and trained distributor networks (and their sales force) in Brazil, Argentina, Chile, Venezuela and Mexico.
- Developed, negotiated, and implemented bi-lateral trading contracts for a variety of products (i.e. fruit juice concentrates, electronic parts and components, spare parts, etc.).
- Negotiated contracts for purchase of apple juice concentrate directly from South American producers (farmers) in a very competitive market.

1984-1990

E.M. Consultants – International Business

Sao Paulo – Brazil

Consulting concern rendering services to companies such as: Alcoa, Dunlop, Sony, Delco-Remy (GM), Dun & Bradstreet, Nestle, Verbatim, NCR, etc.

Manager (Founding Partner)

- Directly responsible for five junior consultants
- Responsible for community and school relations.

Sample of my projects:

- Dunlop: conducted market research to determine market potential in Argentina, Chile and Venezuela. Negotiated volume and prices with purchasing managers of major auto manufacturers in target countries. Hired and trained local distributors and their sales forces.
- Verbatim: Developed and trained a distributor network for videotapes in Argentina, Chile, and Uruguay.
- Nestle: Researched and developed the Argentine market for condensed milk products. Established, hired and trained distributors in target Argentine cities.

1984-1990
(Part-time)

**School of Business Administration of Sao Paulo – Executive MBA
Sao Paulo – Brazil (Adjunct faculty)**

- Taught Business Policy and Strategic Planning to graduate students.
- Provided students with hands-on-experience by involving them in consulting projects.
- Coordinator of seminars and workshops for the business community.

1980-1984

**Eli Lilly and Company
Indianapolis, IN – Sao Paulo, BR – San Antonio, TX**

Manager of Administration & HR – Sao Paulo, Brazil

- Responsible for administration and HR in the home office, two plants and seven sales offices in Brazil.
- Directly responsible for ten supervisors and ten personnel representatives.

Accomplishments:

- Designed and implemented a major restructuring of the sales force, including termination of about three hundred sales people.
- Established partnership with local business schools for development and delivery of training programs for supervisors and managers.
- Delivered major improvements in working conditions and benefits for sales people, plants and headquarters employees.
- Developed a job rotation program for staff and the sales people
- Improved communication between employees and management.
- Improved communication with pharmacies and distributors.

Market Research Associate – Indianapolis, IN

- Conducted extensive research on U.S. antibiotic market.
- Conducted field research in Detroit, Puerto Rico, and Mexico.

Pharmaceutical Sales Representative – San Antonio, TX

- Introduced new drug (analgesic) in the sales territory. Worked mainly with Spanish speaking doctors.

Publications:

1. "Subway Sandwiches in Russia." International business case discussing challenges faced by Subway as it entered the Russian Market.
2. "Arby's Sandwiches in Brazil." International business case discussing challenges faced by Arby's as it entered the Brazilian market.

Both cases were published by the Society for Case Research and McGraw Hill respectively in the 2000 and 2001 editions of Annual Advances in Business Cases, a refereed publication.

Current Research:

I am presently conducting research to determine the impact of the Mexican culture on business behavior of second and third generation Mexican American individuals who live, work and study in the U.S. along the U.S. Mexican border.

Languages

Fluent in English, Portuguese (native) and Spanish.