

CELSONISTERENKO

Country Manager · Managing Director · Head of Robotics —
Brazil & Latin America

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PROFILE

Executive with 25+ years opening, running and growing Brazilian and Latin American operations for US, European and Asian technology manufacturers. Full P&L ownership up to US\$ 150M, subsidiary set-up, distributor networks, key accounts, field service and local compliance (CLT labour law, tax, import, ANVISA, ABNT). Robotics specialist across service robots (Pudu, Unitree, Deep Robotics), intralogistics (Geek+) and industrial robots (FANUC, Mitsubishi), with deep experience in the medical, automotive and steel industries. Electrical Engineer, MBA in International Business (FGV). Fluent in Portuguese, English and Spanish.

KEY RESULTS

- US\$ 150M Latin America P&L at ITW · Instron; +30% regional revenue; 70 professionals in 10+ countries
- PD7 Robotics: robotics operation built from zero to a 30-person team; service costs -20%
- 110%+ of quota for four consecutive years; up to 173% of annual plan at Instron
- AC&E Brazil: subsidiary restructured and new São Paulo branch opened; revenue +100% in 12 months
- EMIC acquisition (2008): valuation, due diligence and integration; import costs -35%, lead times -60%

CORE COMPETENCIES

GENERAL MANAGEMENT

Country P&L · market entry · subsidiary set-up · turnaround · board reporting · M&A integration · business planning

OPERATIONS & COMPLIANCE

Field service & after-sales · localisation · import/export · CLT · ANVISA · ABNT · ISO · FDA

COMMERCIAL

Distributor & agent networks · key accounts · OEM and CAPEX consultative sales · public tenders · pricing · SPIN Selling

TECHNOLOGY

Service robots · AMR/AGV · industrial robots (SCARA, 6-axis) · humanoids & quadrupeds · Industry 4.0 · IoT · ROS

PROFESSIONAL EXPERIENCE

2024 – today

Brazil

PD7 Robotics

Head of Robotics, Brazil & South America

- Full P&L for the robotics vertical: supplier strategy, business lines, annual plan and quarterly board reports
- Built the operation: org chart, hiring of sales, engineering and service staff (30 people)
- Negotiated partnerships with Pudu, Unitree, Deep Robotics and Geek+; multi-brand AMR/AGV and service-robot portfolio
- Redesigned field service and after-sales, cutting operating costs by 20%
- Business mission to Shenzhen and a correspondent office in China

2023 – 2024

Verona, Italy

AC&E S.r.l.

Director, Brazil & South America

- Restructured the Brazilian subsidiary and opened a new São Paulo branch; revenue up 100% in 12 months
- Onboarded customers from China, Spain, Italy and Korea; built a Brazil–China business model
- Opened the North American market for Brazilian clients, raising exports by 15%
- Adapted Chinese solutions to Brazilian regulation, including ANVISA
- Exclusive-supplier work with Electrolux, BYD, Goglio, Ferrero, Barilla, Heinz and E80 Group

2020 – 2023

Michigan, USA

Shorewise Consulting

Director, Latin America & Europe

- Opened offices in São Paulo, Mexico, Colombia and Argentina; grew the team to 50+ people
- Hired and trained staff in Spain and Portugal to serve Europe with Latin American talent
- US\$ 4.5M in new IoT and Industry 4.0 contracts; Mendix low-code partnership with Siemens
- IoT partnership with Teltonika for Rio de Janeiro smart-city projects

2005 – 2020

Illinois &
Massachusetts,
USA

ITW · Instron

Country Manager Brazil, then Commercial Director Latin America

- US\$ 150M regional P&L; 30% revenue growth from pricing and channel restructuring
- 70 professionals (direct sales and partners) across 10+ countries; lead times cut by 40%
- Led the 2008 acquisition of EMIC: valuation, due diligence, integration of 58 technical staff, the Curitiba plant and 5 service centres
- Localised equipment platforms with US and UK R&D, cutting import costs 35% and delivery times 60%
- Key accounts in health and pharma: Ministry of Health, Johnson & Johnson, Novo Nordisk, HCor, INTO, INCA, Hospital Israelita Albert Einstein
- Brazilian results highlighted in ITW's 2010 NYSE annual report

1996 – 2005

Brazil

Instron

Sales Engineer, then Sales Manager Brazil

- Responsible for the robotics, automation and custom systems line
- Turnkey Audi test centre in São José dos Pinhais with Schenck and Ransco: four-poster, climate chamber and dynamometer
- Key accounts: Petrobras, Volkswagen, Mercedes-Benz, Ford, GM, Fiat, Gerdau, Usiminas, Braskem, USP
- Introduced digital image correlation in Brazil (1999)

Foundation

São Paulo

HP · Ericsson · UNIDO/ABINEE · Motorola

Engineering and product roles

- Hewlett-Packard: medical and laboratory instrumentation projects and the Brazilian calibration lab
- Ericsson: localisation of telecom systems and qualification of local suppliers
- UNIDO/ABINEE: UN industrial subcontracting programme; tariff reductions with the Ministry of Foreign Trade
- Motorola: launch of the PowerPC/Unix server line for Banco do Brasil and Caixa

EDUCATION

- **MBA, International Business** · FGV · Fundação Getulio Vargas
- **Entrepreneurial Leadership** · Babson College, USA
- **B.Sc. Electrical Engineering** · Universidade São Judas Tadeu · CREA-SP
- **Quality management, ISO 10011 auditor** · Fundação Vanzolini

Training: FANUC robotics programming · SPIN Selling (Huthwaite)
· Mendix low-code (Siemens) · Python (GTx) · Disney quality service · IELTS 8.5 (C1)

ASSOCIATIONS & BOARDS

- ABIMAQ: Vice-President, Quality Control, Testing and Measurement chamber (2011–2013)
- ABNT CB-26 medical, dental and hospital standards committee · AIST · CREA-SP
- exGV Advisory Council (FGV alumni) · GLG Council · Dialectica expert · Corporate Connections Brazil co-founder

LANGUAGES

Portuguese (native) · English (fluent, IELTS 8.5 / C1) · Spanish (fluent)

RECOGNITION

- Favikon Top 1% LinkedIn creator in Brazil (2025); 64k followers
- Brazilian results featured in ITW's 2010 NYSE annual report
- Speaker at RIW 2025 on data-centre cleaning robots and humanoid robots

AVAILABILITY

Available for international travel and relocation · Based in São Paulo · On-site or hybrid

Projects, videos and recommendations:
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