

George Oliveira Martins

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PROFESSIONAL SUMMARY

Results-driven Business Administrator with over 14 years of experience in finance, team leadership, and operational management. Expertise in financial analysis, budget control, and strategic planning. Proven track record in the insurance and workforce outsourcing sectors, managing a portfolio of over 20,000 members and leading high-performing teams. Adept at optimizing operations, driving revenue growth, and ensuring compliance with financial regulations.

KEY ACHIEVEMENTS

- Managed a \$36M+ annual revenue portfolio in the vehicle protection sector.
 - Led a team of 50+ administrative employees and 200+ sales representatives.
 - Successfully expanded operations across multiple states, increasing market share.
 - Developed strategic financial plans that optimized costs and improved profitability.
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EDUCATION**Bachelor's Degree in Business Administration**

Graduation Year – February 2008

Uessba – Unidade de Ensino Superior do Sertão da Bahia

Final Paper – People Management Applied to Public Organizations (Case Study at INSS - APS IRECÊ).

SKILLS & COMPETENCIES**Technical Skills:**

- Financial analysis, budget planning, and cost control
- Microsoft Office Suite and ERP systems
- Cash flow management and financial reporting
- Business process optimization and internal audits
- Compliance with financial and labor regulations

Leadership & Management:

- Team leadership and performance evaluation
 - Talent development and conflict resolution
 - Strategic planning and decision-making
 - Negotiation and stakeholder engagement
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PROFESSIONAL EXPERIENCE

- **UPX** – Co-owner (Since 01/2023)
 - **Martoli Corretora de Seguros** – Co-owner (03/2017 – 06/2024)
 - **M3 Produtos e Serviços** – Co-owner (07/2015 – 12/2023)
 - **Ceadeb** – Administrative Agent (11/2018 – 10/2022)
 - **Luterprev** – Junior Sales Advisor (02/2012 – 03/2016)
 - **Ceadeb Prev** – Administrative Assistant (01/2010 – 07/2011)
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CERTIFICATIONS, SEMINARS & TRAINING

- Member of CRA (Regional Administration Council) – Registration No. 19086 (since 2009).
 - Seminar – Labor Legislation
 - Seminar – People Management in Business
 - Total Quality and 5S Methodology Courses
 - Customer Service Course – Competitive Differentiation
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ADDITIONAL INFORMATION

- Willing to relocate or travel as needed.