



**INTERNATIONAL
COFFEE
ORGANIZATION**

ICC 130-3

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International Coffee Council
130th Session
9 and 10 September 2021
London, United Kingdom

**Nomination for the post of
Executive Director**

**Mrs Vanússia Maria Carneiro Nogueira
Endorsed by the Government of Brazil**

Background

1. In accordance with the procedures for the appointment of the Executive Director which were approved by the Council at its 129th Session on 15 and 16 April 2021 (see documents [ICC-129-6](#) and [ICC-129-9](#)), the Government of Brazil has submitted the attached proposal for the appointment to the position of Executive Director of Mrs Vanússia Maria Carneiro Nogueira, including her curriculum vitae and a letter of motivation from the candidate.
2. The procedures provide that the Finance and Administration Committee (FAC) will check that the candidates meet the Terms of Reference. Following this, the Council will then review the candidates.

Action

The Council is requested to consider this document and, if appropriate, decide upon the appointment of the Executive Director.



PERMANENT REPRESENTATION OF BRAZIL
TO INTERNATIONAL ORGANISATIONS IN LONDON

Rebraslon-036/2021

The Permanent Representation of Brazil to International Organisations in London presents its compliments to the Secretariat of the International Coffee Organization (ICO) and, with regard to the procedures for the election of the next Executive Director (ED) of the ICO set out in document ICC-129-6, has the honour to inform that the Brazilian Government nominates Mrs Vanússia Nogueira for the position of ED.

2. Mrs Vanússia Nogueira has held the position of Executive-Director of the Brazil Specialty Coffee Association (BSCA) since 2009. Additionally, she has been a board member of the National Coffee Council (CNC), the Rainforest Alliance and the Alliance for Coffee Excellence, which organizes the world-renowned "Cup of Excellence" quality competition, as well as an advisory council member of the Specialty Coffee Association (SCA).

3. Important private entities in the Brazilian coffee sector support the nomination of Vanússia Nogueira, such as the Agriculture and Livestock Confederation of Brazil (CNA) National Coffee Commission, the Brazilian Coffee Exporters Council (Cecafé), the Brazilian Soluble Coffee Association (ABICS), the Brazilian Coffee Industry Association (ABIC) and the National Coffee Council (CNC).

4. The circulation of this note to the other Member countries is kindly requested.

The Permanent Representation of Brazil takes this opportunity to renew to the Secretariat of the International Coffee Organization the assurances of its highest consideration.

London, 20th May 2021



PERMANENT REPRESENTATION OF BRAZIL
TO INTERNATIONAL ORGANISATIONS IN LONDON

Rebraslon-040/2021

The Permanent Representation of Brazil to International Organisations in London presents its compliments to the Secretariat of the International Coffee Organization (ICO) and has the honour to refer to the procedures for the election of the next Executive Director (ED) of the ICO which are the object of document ICC-129-6 and of the Note Rebraslon-036/2021.

2. Further to the note referred to above, the curriculum vitae and motivation letter of the candidate nominated by the Brazilian Government, Mrs Vanússia Nogueira, are attached to this note. With these documents, the procedures for the official nomination of the Brazilian candidate are thus completed.

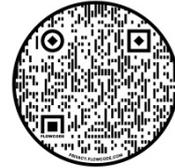
The Permanent Representation of Brazil takes this opportunity to renew to the Secretariat of the International Coffee Organization the assurances of its highest consideration.

London, 26th May 2021

VANUSIA Maria Carneiro NOGUEIRA

vanusia@bsca.com.br

Brazil



SENIOR EXECUTIVE: Doctorate in Business Administration with an emphasis in Marketing; Master's Degree in Management and Advanced Project Management, specialization in Governmental and Institutional Relations, Information Technology, Finance and Customer Relations Management, with broad experience in the coffee agribusiness.

ACADEMIC EDUCATION

- Universidad Nacional de Rosario, Argentina**
2017 PhD in Business Administration, with a focus in Marketing - "Comparative analysis of the strategic positioning of Argentine and Chilean wines versus the competitive positioning of Brazilian coffees in the 21st century."
- Fundação Getulio Vargas (FGV), Rio de Janeiro, Brazil**
2010 Post-MBA Specialization in Advanced Project Management.
- Fundação Getulio Vargas (FGV), Rio de Janeiro, Brazil**
2007 Master's Degree in Business Administration (MBA).
- Pontifícia Universidade Católica (PUC), Rio de Janeiro, Brazil**
1989 Bachelor's Degree in Business Administration.
- Pontifícia Universidade Católica (PUC), Rio de Janeiro, Brazil**
1982 Bachelor's Degree in Information Technology.

PROFESSIONAL EXPERIENCE

- 2007 – present
BSCA – Brazil Specialty Coffee Association
Executive Director (consultant on special promotion projects: 2007-08)
CEO of the organization, formulates and executes strategic policies and management. Manages relations with federal, state, and municipal government bodies and with the private sector of the global coffee production

chain, organized the 2nd World Coffee Producers Forum in Brazil, manages relations with Brazilian and international press and manages the human, financial, equipment and technological resources of the institution.

Began work at a critical moment for the institution, which had lost members, suffered a decrease in revenue and had accountability problems with agreements with the federal government. Executed a strategy for BSCA to leverage its framework, from 24 member producers and insufficient financial resources at the time to currently 260 members in all links in the coffee value chain, representing around 70,000 producers, and an annual budget comparable to that of the International Coffee Organization (ICO), 14 professionals working directly for the Association, as well as several third-party partners, and established cash reserves to cover one year of fixed costs.

Reestablished the partnership between BSCA and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), which since then, together with funding from the private sector, has been responsible for promoting Brazilian coffees globally and involves executing international promotion activities around the world, holding several coffee quality competitions, including the main one in the world, the Cup of Excellence, as well as barista championships, bringing three world championships to Brazil in 2018.

Established partnerships with the Specialty Coffee Association (SCA), Coffee Quality Institute (CQI), International Trade Center (ITC) and World Coffee Events (WCE) to hold educational programs, evaluate and certify coffee quality for both specialty and commodity coffees, and carry out events (championships) to recognize and publicize the work of professional roasters and baristas. Continued the activities initiated in Brazil, in 1999, through the Gourmet Coffee Project, which gave rise to the most recognized coffee quality competition in the world, the Cup of Excellence, and established partnerships with industries Três Corações (Strauss Group) and Nestlé to encourage quality improvements in the production of arabica and robusta coffees, in addition to specific projects with indigenous communities and women producers. Also partnered with the company Yara, in 2020, to support improvements in production quality.

In 2013, contributed to holding International Coffee Week, the largest coffee fair in Latin America, in Belo Horizonte, Minas Gerais, Brazil, which received the 111th Session of the International Coffee Council and the round of meetings in celebration of the International Coffee Organization's 50th anniversary. Since 2018, a member of the Brazilian delegation during meetings of the international body in London and, since April 2020, in virtual meetings.

Involved since the initial conception of the World Coffee Producers Forum (WCPF); was a speaker in the first edition, held in 2017 in the city of Medellin, Colombia, and was elected by the Brazilian public/private representation as the country's representative to the WCPF Committee. Responsible for planning, organizing, and executing the second edition of the World Forum, in Campinas, Brazil, in 2019, as well as organizing and managing the fundraising procedures necessary to hold the event.

Member of official Brazilian delegations, accompanying ministers of state as a representative from the coffee sector, participated in 2017 and 2019 in meetings with high-level representatives from the governments of Asian countries, including Japan, South Korea, China and Hong Kong.

Currently participating in the task of writing and revising the 2021 edition of the ITC Coffee Exporter's Guide.

2013 –
present

Conselho Nacional do Café (CNC)

Associate member

As BSCA executive, since 2013 is a member of the Council, actively working on matters related to environmental and social sustainability, prosperity for members and promoting consumption of coffee in Brazil and internationally. Represented CNC in the Executive Committee for Promotion and Marketing of the Coffee Policy Deliberative Council (CDPC) from 2013 to 2019, when the forum underwent restructuring.

1983 -
present

Teaching Career

Since 1983, teaches classes in disciplines related to requirement analysis, management, marketing, and entrepreneurship in undergraduate and graduate courses in Information Technology, Rural Administration and

Agribusiness Administration in diverse educational institutions.

2006 – 2012 **Centro de Excelência do Café do Sul de Minas (Machado, MG)**

Executive Director

The Center of Excellence has a physical infrastructure of 2000 square meters and was created by the Minas Gerais state government together with the Machado city hall to promote professionalization and quality improvement for producers in the south of Minas Gerais, the largest coffee producing region in Brazil. While still in the construction phase, the main responsibilities were to idealize the governance structure of the enterprise, create an entity to run it, its mission, vision, objectives, and activities. Negotiated and constituted a non-profit, private sector association to manage CEC Sul de Minas, with the support of all coffee cooperatives, exporters and research institutions involved with the sector in the region.

After structuring CEC – Sul de Minas, held workshops, meetings and training sessions with the direct involvement of association members, rural extension courses, such as the use of PPE, crop management, post-harvest processing, mechanical harvesting, introduction to coffee grading and cupping, in partnership with the National Rural Learning Service (Senar), linked to the Confederation of Agriculture and Livestock of Brazil (CNA); postgraduate courses in Coffee Agribusiness Management, in partnership with Illycafe; immersion courses on farm management for “Young Producers,” children of coffee producers, between 17 and 22, seeking to determine their professional futures, in partnership with the Minas Gerais State Organization of Cooperatives (Ocemg). Also established a partnership with BSCA to carry out the Cup of Excellence and other promotional activities.

2002 - 2003 **“Solo Career”**

Developed a project to identify niche markets for Brazilian coffees, seeking to reposition producers from the country in the search for better income for the production chain.

Managed the Sul de Minas Dry Port in Varginha, Minas Gerais, adapting the administrative and business structure, conducted training for in-house professionals, creating more opportunities for them and, consequently,

more responsibilities, as those trained coordinated the Port's main functions for many years.

1987 - 2002 **PricewaterhouseCoopers + Coopers & Lybrand (Rio de Janeiro and São Paulo, Brazil)**

Senior Consultant to Partner

At the consultancy present in 155 countries and in Brazil for over 100 years, implemented diverse projects related to management, finance, information technology, customer relationship management and restructurings following privatization processes in Latin America for the utility, automotive and agroindustry sectors, among others. During 15 years at PwC, resided and took courses in many countries, among them the United States, Colombia, Germany, Spain, Argentina and Chile, fostering networking with CEOs and governing boards of diverse institutions and, also, with consultancy representatives of various nationalities, including performing international recruitment (India and Portugal) for projects in Brazil.

1983 - 1987 **Infraero - Empresa Brasileira de Infraestrutura Aeroportuária**

Systems Analyst (IT)

Coordinated Informational Technology projects in several areas of management, such as Finance, Accounting, the Health Plan and the Pension System.

INTERNATIONAL ORGANIZATIONS

Since 2021 **International Coffee Organization (ICO), London – Coffee Public Private Task Force (CPPTF)**

Active participant in all Technical Workstreams of the Coffee Public-Private Task Force meetings.

Since 2017 **Specialty Coffee Association (SCA) – Santa Ana, CA, USA**

Advisory Sustainability Counselor with very active participation during the merger transition of the two organizations (SCAA – Specialty Coffee Association of America and SCAE – Speciality Coffee Association of Europe)

Since 2017 **World Coffee Producers Forum (WCPF)**

Committee Member as the Brazilian representative with active participation on actions and decisions

Since 2016 **Rainforest Alliance/UTZ certified – New York, NY, USA and Amsterdam, Netherlands**

Board Member

Member of the Finance and Audit committee of UTZ certified during the merger negotiations, and responsible for the final analysis of the Rainforest Alliance due diligence for the merger; member of the merger transition committee; and current member of the Audit & Risk Management and the Program and Finance Committees of Rainforest Alliance.

Since 2014 **Alliance for Coffee Excellence (ACE)/Cup of Excellence (CoE) – Portland, OR, USA**

Board Member of ACE since 2014 and also board member of the CoE organization, which has just been established as organization.

RELEVANT PUBLICATIONS

2014 **Handbook of Coffee Post-Harvest Technology (BORÉM, Flávio Meira)**

Chapter writer of "Coffees of Brazil: Retrospective and Trends"

2020 **Book: Drying and Roasting of Cocoa and Coffee (HII, Ching Lik; BORÉM, Flávio Meira)**

Chapter writer of "Roasting Equipment for Coffee Processing", together with Thomaz Kozirowski

ADDITIONAL INFORMATION

Languages Portuguese (native), Excellence in English and Spanish (reading, writing, and speaking).

Fairtrade Certification For 19 years, responsible for the recognition of Brazil as an origin of Fairtrade products. Continues to the present day supporting the certifications of familial several associations and cooperatives and seeking alternatives for market access.

IWCA Active member in the Brazil chapter, Sul de Minas Gerais subchapter, of the International Women's Coffee Alliance (IWCA).

Brazil, May of 2021

Dear members of the International Coffee Organization,

It is an honour for me to be nominated by the Brazilian government following recommendation by the Brazilian Coffee sector for the position of Executive Director of the International Coffee Organization. I have accepted the nomination because I am confident that after 20 years of working directly in the coffee sector, I have a great deal to contribute with my knowledge and expertise to such an esteemed institution.

With 38 years of experience in many different sectors, as all of you can see in my curriculum vitae, I have had the opportunity to be in contact with and to support the search for novel solutions to complex challenges, and also to implement them. Prior to this, I think it is important to mention that I am part of the fifth generation of a coffee-growing family located in one of the most traditional coffee areas in Brazil. My father used to work for the IBC – Brazilian Coffee Institute – and worked for one of the most recognized coffee producer cooperatives for over 30 years. From him and my family I learned the love for coffee, the responsibility for the environment – because we need to preserve it for future generations – the respect for people and teamwork – because only together can we achieve our goals – and the principles and ethical values that have guided my life. Following my father, I had the opportunity to meet socially many coffee experts with whom I would work for several decades afterwards. When I was seventeen, I left my parents' home to prepare myself to enter university, as did many children from the coffee fields, living in small cities without any options for professional education.

It started my professional career at the Rio de Janeiro International Airport, at that time, one of the most technologically advanced airports in the world. Four years after, I realized that I wanted an international experience, to get to know different cultures, to face new challenges instead of only seeing people coming and going, and I applied for a senior consultant post at the Coopers & Lybrand Consulting and Auditing firm. In 1990, already with 2 degrees, Information Technology and Business Administration, I went to the United States for my first international experience. Working on new tools and solutions, such as voice recognition, artificial intelligence, customer relationship management, and enterprise resource planning (ERP) for the manufacturing, utility, financial, and agrobusiness sectors. I lived, in addition to the US, in Colombia, Argentina, and Chile and spent long periods in Spain and Germany, managing projects and discussing alternatives with international company boards to achieve better results for each of their businesses.

After 15 years working for Coopers & Lybrand and PriceWaterhouseCoopers, I decided to come back to my hometown. Initially I returned for a sabbatical period, but it became a very important stage of my professional life. I was invited to share my experiences and my knowledge with the coffee sector in 2002, and I have been supporting the sector since then.

For several years, I worked as a consultant for exporters, identifying niche markets to broaden the options for Brazilian producers. At that moment, I became familiar with the fair-trade concept, and I have been working on it as a volunteer since then, not only for Brazil, but for many communities around the world. Over the last few years, I have also been engaged with gender equity initiatives, illustrating my own case to other women as an example of our capacity to achieve top leadership in our sector.

From 2007 until now, I have been working for BSCA, the Brazilian Specialty Coffee Association, an official international Brazilian coffee representative promoting many actions and projects inside and outside of Brazil with the goal of improving the lives of our producers and of increasing income for all links of our value chain. For these last 11 years, I have had the pleasure of meeting and establishing partnerships with many institutes, organizations, and experts in diverse areas that have the same objectives as we do.

Currently I'm also a team member in all the technical workstreams of the ICO's Coffee Public-Private Task Force. My goal is to be involved with all the alternatives and suggestions the CPPTF will propose to address the challenges the ICO faces and to follow the selection processes to arrive at the best solutions.

Regarding the Terms of Reference for the post of executive director of the International Coffee Organization, my qualifications which are presented in detail in the curriculum vitae include:

- I have deep knowledge in the coffee sector and broad relevant experience. I have very strong management skills in directing an organization of the size and complexity of the International Coffee Organization, including management of personnel, budgets, and experience in raising financial resources, experience conducting analytic studies, including economic studies, and developing and implementing capacity-building projects.
- Professional experience: I have thirty-eight years of professional experience, five of them as PwC director (and partner) in Brazil, the United States, Argentina, Colombia, and Chile, and more than twelve years as executive director of BSCA, managing teams of different skills, sizes, and responsibilities, and organizing fundraising for various projects in the Americas, Europe, and Asia.
- Educational qualifications: I have two degrees: Information Technology and Business Administration, two MBAs in Management and Advanced Project Management, and I have a PhD in Administration/Marketing.
- Excellent proficiency in the English language: Although my native language is Portuguese, as an employee/partner at an Anglo-American firm (PWC), for fifteen years, I worked on projects and lived in English- and Spanish-speaking countries, using both languages in meetings, reading and writing communications and reports. Over the last twelve years, I have been the main representative of BSCA for many different

international meetings, conferences, and as board member in American and European organizations.

- Nationality: I am a citizen of Brazil, an ICO member.

Because of all I have expounded upon above, I believe I am an excellent candidate to manage ICO for the next five years and I am very excited about this opportunity. Coffee is an integral part of my life, and I will do my best, together with ICO members, to strategically reposition this organization as the main forum for intergovernmental and private sector negotiations, aiming at a profitable, responsible, ethical, and transparent sector.

For the purposes of data protection, I agree with the circulation of my curriculum vitae and this letter to the Organization's pre-selection committee.

Sincerely,



Vanúzia Maria Carneiro Nogueira