

ERNESTO HEINZELMANN



Born on October 12, 1953, in Joinville (state of Santa Catarina, Brazil), Ernesto has a Mechanical Engineer degree from the Federal University of Santa Catarina, received in 1975

PROFESSIONAL EXPERIENCE

Ernesto Heinzelmann joined *Empresa Brasileira de Compressores S.A. – Embraco* - in May 1976 as a mechanical engineer. During his career he developed different functions in Manufacturing, Product Development and Research & Development. In 1989 he became Chief Technology Officer, and in August 1993 he was appointed President and CEO.

In the 80s Ernesto Heinzelmann's performance stood out for his search for developing Embraco's own technology which, until then, had been licensed from another company. In 1987 the first compressor with 100% Embraco technology was presented to the market. The compressor, called EM, is currently the world leading product in its segment, being manufactured in Brazil, Italy and China.

The technological independence enabled the company to develop new compressor series that equally excel market standards in energy efficiency, low noise levels and reliability. The cutting edge technology allowed Embraco to establish its leadership in the world market.

In the 90s, already as CEO, Ernesto Heinzelmann led the company's globalization process, which began in 1987 with the establishment of a Business Unit in the United States. The expansion continued through the acquisition of a company in Italy in 1994, followed by a joint venture in China in 1995 – the steppingstone for establishing Embraco Snowflake in that country. In 1998 the company began to build a new manufacturing unit in Slovakia, officially inaugurated in 1999. Also in 1994 Embraco was awarded the "Company of the Year" by the national magazine *Exame's* edition of *Melhores e Maiores* (The Best and the Biggest).

The *ANPEI – Associação Nacional de Pesquisa, Desenvolvimento e Engenharia de Empresas Inovadoras* (National Association for Research, Development and Engineering of Innovative Companies) awarded Ernesto Heinzelmann with the "Technological Merit" in 2000.

In 2001, the year in which Embraco celebrated its 30th anniversary, Ernesto Heinzelmann was one of

the five Brazilian businessmen who, for their exceptional contribution to the national industry's development, received the "Knowledge Medal", a distinction created in celebration of *CNPq's* 50 years – *Conselho Nacional do Desenvolvimento Científico e Tecnológico* (National Council for Scientific and Technological Development). He has also been awarded the "Industrial Order of Merit" by *FIESC* – Industry Federation of Santa Catarina State, in addition to being appointed to take part in the Brazilian Business and Social Leaders Forum. That same year, Ernesto Heinzelmann was granted the title Honorary Citizen of Spisská Nová Ves, the Slovak town in which one of the company's factories is located.

The Brazilian President awarded Ernesto Heinzelmann the Insignia of the National Order of Technological Merit in 2002, as Honorary Distinctive Commander, for his contributions to Engineering Sciences. He has also been granted the title "Executive of Great Value" by the newspaper *Valor Econômico* (Economic Value), besides being nominated Honorary Consul of the Slovak Republic for the state of Santa Catarina.

In 2004 Embraco established a Business Unit in Mexico. Still in 2004 he became a member of the *CEBC* - Brazil-China Business Council, becoming this council's president in 2006. Also in 2004 Ernesto was appointed President of *MCE* – Santa Catarina State Movement for Excellence.

In 2005 he was invited to be a part of the Superior Council for Strategic Planning at *FIESC* (Industry Federation of Santa Catarina State – Brazil), besides receiving the title Meritorious Citizen from Joinville's City Council.

In 2006 he became a member of the Alliance to Save Energy, an entity that fosters energy efficiency globally, thus reducing environmental impact.

In 2007 was awarded with the "Medal of Merit" by the *CONFEA/CREA* system (National Confederation of Engineers and Architects), created to recognize engineers that exceptionally contributed to the country development.

In 2008 Ernesto Heinzelmann receives from Mr. Carlos Gutierrez, Secretary U.S. Department of Commerce, award in Washington for development of the VCC compressor. Embraco was one of seven organizations to receive this important award given to the companies that contribute the most to energy efficiency on the planet. Delivered by the Alliance to Save Energy, the award certified the VCC compressor's excellence, which is capable of reducing, by up to 40%, the energy consumption of refrigerators and freezers.

AWARDS, REPRESENTATION and MAIN CORPORATE FUNCTIONS

Ernesto Heinzelmann is one of the most renowned executives in Brazil, where he has gathered several awards during his career, besides being a representative in national and international institutions. Among the most recent ones, the following should be highlighted:

Main corporate functions

- President and CEO of EMBRACO
- Vice-chairman of the Board of Directors of Beijing Embraco Snowflake Compressor Company Ltd.
- President and Chairman of the Board of Directors of Embraco North America, Inc
- President of Ealing Compañia de Gestiones y Participaciones S.A.

Representation

- Member of the Alliance to Save Energy;
- President of *CEBC* - Brazil-China Business Council;
- Director at *ABINEE* – Brazilian Electrical and Electronics Industry Association;
- Member of Brazil’s Business and Social Leaders Forum;
- Member of the Superior Council for Strategic Planning at *FIESC* – Industry Federation of Santa Catarina State;
- Vice-president of *ACIJ* – Business Association of Joinville;
- Chairman of *SOCIESC*’s Board of Directors – Santa Catarina’s Education Society;
- President of the Twin Cities’ Committee - Joinville – Spisská Nová Ves;
- Honorary Consul of the Republic of Slovakia for the south of Brazil.
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Awards

- Insignia of the National Order of Technological Merit, as Honorary Distinctive Commander, for his contributions to Engineering Sciences awarded by the President of the Federative Republic of Brazil;
- Knowledge Medal from *CNPq* (National Council for Scientific and Technological Development), granted during the commemoration of the Council’s 50th anniversary, for being one of the five Brazilian businessmen with outstanding contributions to the national industry’s development;
- Technological Merit Award granted by *ANPEI* – National Association for Research, Development and Engineering of Innovative Companies;
- Medal of Merit granted by the *CONFEA/CREA* professional association.
- He was elected one of Brazil’s Business and Social Leaders through a nationwide election led by the newspaper *Gazeta Mercantil* (Commercial Gazette);
- Elected “Executive of Great Value” by the newspaper *Valor Econômico* (Economic Value);
- “Industrial Order of Merit” conferred by *FIESC* - Industry Federation of Santa Catarina State;
- Honorary Citizen of Spisská Nová Ves, town in Slovakia;
- Meritorious Citizen received from Joinville’s City Council.

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Resumé

President and CEO of Embraco, worldwide manufacturing leader of hermetic compressors for refrigeration; Vice-Chairman of the Board of Directors of Beijing Embraco Snowflake Compressor Company; President and Chairman of the Board of Embraco North America; President of Ealing Compañía de Gestiones y Participaciones S.A.

Ernesto Heinzelmann joined Empresa Brasileira de Compressores S.A. – Embraco - in May 1976 as a mechanical engineer. During his career he developed different functions in Manufacturing, Product Development and Research & Development. In 1989 he became Chief Technology Officer, and in August 1993 he was appointed President and CEO. As President and CEO, he led the company's globalization process, which began with the establishment of a business unit in the United States of America. This process' expansion was followed by the acquisition of a compressor factory in Italy, in 1994, then by a joint venture in China, in 1995. 1999 was the year in which Embraco officially inaugurated its manufacturing unit in Slovakia and in 2004 it established another business unit in Mexico. Currently Embraco is the world leader manufacturer of hermetic compressors for refrigeration, producing over 27 million compressors/year, globally with 20% market share. Present in the five continents, the company is seen as global leader in technology and recognized for its excellent products and services.