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He received a bachelor's degree in Production Engineering from the Federal University of Lavras (1995), a master degree in Business Administration from the same institution (1998) and a Ph.D. in Business Administration from Wageningen University and Research Center (2004), the Netherlands. He also completed graduate programs in the fields of Business and Marketing Management at the University of Wisconsin, Texas A&M, Harvard Business School and Kellogg School of Business.

His research interests include marketing analytics, relationship marketing, sales management and networks. He is awarded with a research scholarship on Productivity of the National Council for Scientific and Technological Development (CNPq) (Level 2). He also is involved in research in retailing, consumer behavior and social networks. His research appears in the Journal of Marketing, Journal of Retailing, Psychology & Marketing, Journal of Management Studies, Industrial Marketing Management and Journal of Supply Chain Management. He has received three research awards at international events, including best paper in the sales track at an event of the American Marketing Association (AMA). It was awarded best paper at Enanpad and received two George Stigler Awards.