WELSON TREMURA, Ph.D.

Management & Business Consultant | International Operations & Strategy

Gainesville, FL • 352-301-8100 • tremura@tremuraconsulting.com

www.tremuraconsulting.com • English / Portuguese / Spanish

Senior management and business consultant with 25+ years of experience guiding companies, investors, and institutions from startup planning through international expansion and successful operations. Built and launched a high-precision automotive assembly plant from the ground up, leading a 15-person multidisciplinary engineering team and reducing operating costs through supplier renegotiation and tax-benefit strategies. Trusted advisor to U.S., Brazilian, and European clients on market entry, mergers and acquisitions, regulatory and legal compliance, and cross-border deal structuring. Trilingual (English, Portuguese, Spanish) with a law degree and a Ph.D., combining hands-on operational leadership with sharp negotiation and risk-assessment skills.

AREAS OF EXPERTISE

Business Strategy & Planning • International Market Entry • Operations & Plant Management • M&A and Due Diligence

Investment & Economic Feasibility Analysis • Contract Negotiation • Legal & Regulatory Compliance • Risk Assessment

Budgeting & Cost Reduction • Supplier & Vendor Management • Team Building & Training • Cross-Cultural Leadership

PROFESSIONAL EXPERIENCE

President & Principal Consultant

Tremura Consulting, Inc. — Florida, USA 2001 – Present

- Advise U.S., Brazilian, and European clients on the full lifecycle of cross-border ventures — including investment analysis, economic feasibility, startup formation, regulatory filings, and market expansion.
- Led 20+ international consulting engagements over 15 years for clients such as BioSafe Systems, C. Thorrez Industries, Florence & Peillon (France), Duvekot Corporation, and Kunlun Energy.
- Identified and structured merger and acquisition opportunities, conducting valuation, due diligence, and economic viability assessments for new and expanding companies.
- Built comprehensive business plans for new manufacturing facilities, including a high-pressure die-casting foundry and an automotive components plant, covering site selection, sourcing, costing, and legal setup.
- Managed product registration, trademark protection, and government compliance across jurisdictions (e.g., ANVISA agricultural product registration in Brazil).
- Negotiated supplier contracts and reduced operating costs while securing land concessions, fiscal incentives, and import/export licenses for clients expanding into new markets.

Professor & Director, Florida-Brazil International Linkage Institute

University of Florida — Gainesville, FL 2001 – Present

- Direct a state-funded international program, administering the Florida Legislature's tuition-exemption program for qualified Brazilian students at Florida public institutions.
- Build and manage program budgets and secure competitive research and development funding from the College of Fine Arts and university foundations.
- Develop curricula and study-abroad programs from concept through launch, coordinating faculty recruitment, partnerships, and special events across multiple countries.
- Serve on strategic planning and governance committees, representing academic and deans' interests in institution-wide initiatives.
- Built international multi-institutional partnerships spanning universities in the U.S., Brazil, and Mexico.

General & Commercial Manager

Stanadyne Automotive Brazil 1998 – 2000

- Launched a new high-precision assembly plant from the ground up, leading ~15 mechanical, hydraulic, and electrical engineers to deliver hydraulic lash adjusters and rocker arms for a 1.6L engine program serving Mercosur and Europe.
- Cut operating costs by consolidating contracting agencies, sourcing a new aluminum-casting supplier, and applying tax benefits to preserve capital during ramp-up.
- As Commercial Director (added in 1999), negotiated purchase orders for casting and assembly and managed sales to Mercosur customers, including the Chrysler "Duty Drawback" process.
- Managed facility construction and the import of a complete U.S. assembly line, securing electrical, fire marshal, environmental, and operating permits.
- Drove quality and process validation — PSO, APQP, PPAP, QS-9000, and Kaizen — across the full workforce as part of an integrated improvement effort.

Brazil Development Consultant

Stanadyne Automotive — Tallahassee, FL 1996 – 1997

- Served as company liaison to expand a U.S. automotive supplier's presence in Brazil, supporting customers including Chrysler, Ford, Fiat, and GM across the developing Mercosur market.
- Conducted procurement across dozens of suppliers for aluminum castings and engine components, and translated legislation to identify the optimal business-startup scenario.
- Prepared the expansion business plan and advised management on legal, linguistic, political, cultural, sales, and marketing matters for the Americas.

Attorney at Law

Do Prado & Polezi Law Offices — São José do Rio Preto, Brazil 2000 – 2015

- Researched and advised on civil, tax, and labor law; analyzed jurisprudence and corporate formation acts to resolve commercial and social disputes.
- Prepared legal and regulatory documentation for business formation, compliance, and cross-border transactions.

EDUCATION

- Ph.D., Humanities — Florida State University, Tallahassee, FL (2004)
- Master's Degree — University of Tennessee, Knoxville, TN (GPA 3.78)
- Bachelor of Science — Weber State University, Ogden, UT (GPA 3.54)
- Law Degree — Centro Universitário de Rio Preto (UNIRP), Brazil
- Technical Degree, Civil Construction Engineering — Escola José Felício Miziara, Brazil

ADDITIONAL QUALIFICATIONS

- Languages: Fluent in English, Portuguese, and Spanish; experienced in multicultural, multinational business environments.
- Quality & Operations Systems: PSO, APQP, PPAP, QS-9000, Kaizen / KTQC, AutoCAD-based blueprint review, Allen-Bradley systems.
- Technical: MS Office (Word, Excel, PowerPoint, Project), web design, data research; working knowledge of C, UNIX, Corel.
- Professional Affiliations: Society for Ethnomusicology (SEM); Latin American Studies Association (LASA); invited presenter at Fundação Getúlio Vargas (FGV) in São Paulo.