

Staff Opportunity

Title:	Senior Market Adviser, Industrial, Life Sciences & Consumer Products
Business Unit:	Global Markets
Reporting to:	Overseas Manager, Sao Paulo
Location:	Sao Paulo, Brazil
Contract Duration:	This post is being offered on the basis of a indefinite duration contract.
Job Reference:	EI.182.25E
Closing Date:	Friday 2nd January 2026
Annual Salary:	BRL 188,856

Applicants must have the legal right to live and work in Brazil

Role Purpose:

Enterprise Ireland is the Irish Government's trade and innovation development agency working with Irish businesses of all sizes to grow and scale in international markets. The Senior Market Advisor supports Irish companies to grow sales by providing strategic advice and meaningful connections across South American industry to accelerate market development.

The person appointed will join a dynamic Americas team, proactively working with Irish businesses to ensure they enter markets successfully and reach their full growth potential. This involves understanding and advising Irish companies on their market entry/market growth plans, brokering introductions to customers and partners, and highlighting market opportunities, helping companies understand shifting market dynamics. Raising the awareness in key industry sectors across the region of the strengths and capabilities of Ireland is also a core part of this role.

The Senior Market Advisor will support a wide and diverse portfolio of companies with capabilities across Life Sciences, Consumer Products, Industrial Manufacturing Solutions, Sub-supply, Cleantech, Materials Handling & Agricultural Machinery, amongst other subsectors.

The successful candidate will be required to support the growth objectives of Irish companies across multiple sectors through multiple routes to market. This includes the initiation and implementation of sales and marketing activities, utilizing their consultancy skills and contact base, to achieve strategic objectives and export growth for their portfolio companies across Brazil and South America.

Key Deliverables:

KPI Targets:

- Deliver KPIs / targets relating to the success and growth of Irish companies in the sector including commercial milestones.
- Undertake/manage agreed 1:1 advisory projects for individual Irish clients to accelerate their market entry/development in Brazil and other key South American markets.

Client Portfolio Management:

- Develop and execute robust market entry and market scaling plans for 30+ Irish portfolio companies to delivering significant impact on their exports to South America.
- Build strong relationships with the leadership teams of Irish companies across the portfolio.

Consultancy & Advisory:

- Assess and challenge business plans of clients including support around business models, value propositions, marketing and sales strategies, competitor analysis and market research.
- Take a leading role in the development of clear messaging and value propositions for Irish companies, in support of their sales activities in the region.
- Proactively identify evolving market opportunities and risks under various scenarios. Develop effective means of sharing these insights with the Irish client base and the Enterprise Ireland sector teams.

Network:

- Quickly expand and manage a strong network of decision makers and experts and facilitate introductions to accelerate the sales growth of Irish companies in Brazil and South America.
- Where relevant, represent EI in the broader media, business and commercial environment in South America

Project Delivery:

- Deliver key marketing and event programs aimed at increasing the awareness of Irish capability across the portfolio and end user market sectors.
- Contribute to the Enterprise Ireland Brazil and broader Americas team by proposing and implementing new initiatives/ project ideas/ market opportunities to increase export growth of portfolio companies to South America.

Collaboration:

- Be an active, inclusive, participatory member of the Americas team and broader organisation.
- Work collaboratively with colleagues within the Americas team, Enterprise Ireland's global overseas network and HQ in Ireland, in addition to colleagues from other Government agencies and departments (e.g. Department of Foreign Affairs & Trade, IDA Ireland).

Functional Competencies (Key Skills & Knowledge)

- Significant demonstrable sales, marketing, business development or related experience in Brazil or South America is essential.
- Strong knowledge and understanding of the Brazilian market in the Industrial, Life Sciences, and Consumer Products sectors is essential. This includes familiarity with key players, business practices, sales processes, and emerging opportunities, as well as a clear grasp of the sector's strengths and challenges.
- Strong consulting and influencing skills with a demonstrated ability to assess and challenge business plans is essential;
- Ability to deal with multiple sectors and assimilate a large amount of varied sectoral Information is essential.
- Fluency in English and Brazilian Portuguese is essential. Fluency in Spanish is desirable.
- Strong networking capabilities and proven ability to build and expand a network of contacts, in addition to an existing business network that could be leveraged by Enterprise Ireland clients seeking to win new business particularly in the selected target sectors.
- Ability to proactively identify new sales opportunities for Irish companies.
- Ability to work on own initiative and to manage projects including the organisation of events with portfolio companies and their target contacts.
- Ability to create, coordinate and execute on events and bringing portfolio companies or target prospects on business scoping itineraries (in South America and Ireland).
- Excellent communication and presentation skills. Ability to influence.
- Experience of using digital sales tools such as LinkedIn Sales Navigator, and a CRM platform such as Salesforce.
- Ability and willingness to travel throughout Brazil, South America and Ireland.
- A business qualification or university degree is essential

Enterprise Ireland Behavioural Competencies**Results Focused**

The ability to remain outcome and results focused with regard to business priorities and organisational goals, monitoring progress and adjusting approach ensuring delivery against the appropriate timescales.

Innovation and Risk-Taking

Actively encourages new ideas, experimentation and measured risk-taking, while always being on the lookout for opportunities to continuously improve business processes and efficiencies within Enterprise Ireland and client organisations.

Problem Solving and Decision-Making

The ability to be decisive and take tough decisions about clients, people and costs to deliver sustainable results, using the analysis of information and situations to make logical and sound decisions.

Client Focused

The ability to provide an excellent client service focusing on client needs and building and maintaining effective personal and business relationships to advance client objectives and Enterprise Ireland strategy.

Communicating with Impact to Influence Others

Communicates in a manner that will persuade, convince and influence their own team and others, both internally and externally, in order to motivate, inspire or encourage them to follow a particular course of action.

Teamworking

Co-operates with colleagues, shares information and respects the opinions and values of staff members. Understands the skills, experience and knowledge of staff members and maximises how these can be utilised to the benefit of the department, the organisation and the client.

Embracing & Leading Change

Understands the business agenda of Enterprise Ireland and embraces changes for area of responsibility and for external and internal clients.

Acting / Leading with Integrity

Lives the Enterprise Ireland purpose and values, acting genuinely and with integrity, in a manner that builds trust and engages and motivates others, placing the genuine needs of the client, the organisation, and staff ahead of personal agendas

Networking

Establishes and maintains mutually beneficial relationships with colleagues and other networks for the purpose of sharing information.

Developing Yourself & Others

Creates an environment that enables others to excel in terms of job performance.

Salary:**BRL 188,856 – 217,286**

Candidates should note that entry will be at the minimum of the relevant scale and the rate of remuneration may be adjusted from time to time in line with Government pay policy. Subject to satisfactory performance, increments may be payable in line with current Government policy.

Application and Selection Process:

The selection process for this position may include short-listing of candidates. The selection criteria will be based on the requirements of the position. It is therefore important that you provide a detailed and accurate account of where you believe your skills and experience meet the requirements for the position. This should be contained in a short document (maximum 2 pages template attached) accompanying your CV.



To apply for the position, send a detailed CV and supporting document quoting **EI.182.25E** reference number to fernanda.raccah@badgerconsulting.com.br to be received **no later than Friday 2nd January 2026**

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON 12th DECEMBER 2025

Enterprise Ireland is an equal opportunities employer.

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