

Mr. Marcelo Cherto is a well known retail specialist and author of various books on the subject of retail and franchising. Mr. Cherto has taught in retail graduate programs of some of Brazil's best business schools such as USP and FGV. He is also a long time member of the Brazilian Academy of Marketing, a select group of marketing and management experts. Mr. Cherto is currently the President of Cherto Consulting, a company that he founded in 1986; President of Franchising Store, an innovative retail business concept that represents and negotiates franchise licenses for 72 different brands; and sits on the Global Advisory Board of Endeavor Institute. Over the years, Mr. Cherto has worked with a wide variety of clients helping them develop sales channels solutions. Companies such as Unilever, Coca Cola, Havanias, Timberland, Dunkin' Donuts, Avon, Johnson & Johnson, Natura, Colcci, Levi's, Lacoste, and Victor Hugo are just a few world known brands that have benefited from Mr. Cherto's knowledge and expertise.