

Newton is an entrepreneur and an executive, whose exposure during his career enabled him to incorporate meaningful experiences in Strategy, Leadership, Marketing, Sales, Operations, and Human Resources.

He graduated in Naval Science and Mechanical Engineering, at the Naval Academy. He began his professional career in the Brazilian Navy as an officer in 1977. He worked in this organization for over 17 years, and he has completed several courses necessary for his professional development, with emphasis on leadership, a Postgraduate course in Telecommunications (1981), at CIAW. He achieved the degree of Master of Science in Production and Operations Engineering (1988), at the Naval Postgraduate School, California, and a "Planning and Management" course (1993) at the Brazilian Naval War College, in Rio de Janeiro. During his Master's degree, he specialized in simulations, war and business gaming and on strategy.

His experience in the Navy was very rich and varied, having lived part of the time embarked aboard warships, and part working in management positions in the area of Science and Technology of that organization. Throughout the whole period he had the opportunity to exercise his managerial skills, especially with regard to leadership, planning, management, and control. He has visited more than thirty countries on five continents.

He also had a significant role in the Brazilian Center for Naval Analysis - CASNAV, which provides consulting services in logistics, operations, strategic planning, systems analysis and development of solutions for civil and military organizations. During this period he served as Project Manager, and has held the position of Chief Projects Officer (CPO) of the organization, responsible for 23 projects, with over a hundred professional subordinates, highly skilled.

He left the Navy at the rank of Commander in 1994, and held positions as an executive in several companies of all sizes and areas of activity, especially consultants, bank, telecommunications company and certification company.

In consulting firms he led marketing activities and trade, also led numerous training programs for executives, projects of strategic planning, process mapping, and development of Management Information Systems, Business Games and Decision Support Systems.

During his experience in financial markets, he managed the areas of Financial Product Engineering, Business Planning, Marketing, and Human Resources, where he led and completed several significant projects, leading teams of over 40 people.

He held another specialization course in 1997, this time in Services Advanced Management, at IBMEC - Business School. He also participated in the Seminar on "Services in Disney Style" taught by Disney Institute.

In 2000, he worked for TIM, at the northeast area of Brazil, as the strategic planning executive. There, he had opportunities to practice his skills in formulating business strategies, in planning, in setting performance and management indicators, and in carrying on important business negotiations.

He works since 2005 as the CEO of the Blueway Group, currently composed of three companies: the BlueOcean, which develops projects of business consultancy; the BlueBeacon, which conducts corporate training, and the BlueSky Institute, which conducts open courses, with a focus on high performance. The Group has customers such as: L'Oréal, Coca-Cola, PETROBRAS, HALLIBURTON, Subsea7, Oi Telecom, Essilor, Whirlpool, BBraun, GlaxoSmithKline, PDG, Cisco Systems, Cameron, Prudential, Technip, AngloAmerican, among others.

He has extensive academic experience as a teacher, lecturer and academic coordinator of Postgraduate courses. His teacher experience overcomes 16 years, teaching courses on "Business Strategies", "Strategic Planning", "Business Games", "Marketing", "Service Management", "Operations Management" and "Negotiation" in MBA courses at renowned business schools in Brazil.

Newton believes in continuous improvement as a way to achieve personal and professional excellence. To do so, he participates every year of some relevant training, in Brazil or abroad. In the last two years, he specialized on "Negotiation", at Harvard Law School, and on "Situational Leadership" at the Ken Blanchard Companies.