

## GLOBAL IMPACT SPEAKER SERIES

### Growth in Emerging Markets – the Cummins Case

<b>Who</b>	<b>Luciano Oliveira</b> Director, Corporate Strategy Cummins, Inc.
<b>When</b>	Thursday, November 17 2011 4:30 – 5:30pm
<b>Where</b>	<b>R1220</b> Ross School of Business
	Reception to Follow



Cummins is benefiting from an internationalization strategy that took place in the 1960's and 1970's, when the company set-up operations in China, India and Brazil. Right now, it is working to consolidate its presence in these key markets, and also planting the seeds of our next wave of growth - Africa, Middle East, and some of the "Next 11".

As Corporate Strategy Director, Luciano Oliveira is responsible for the formulation of strategies, development of new growth initiatives and partnerships, covering all Cummins' business units (Engines, Components, Power Gen and Distribution) globally. Furthermore, he acts as a key liaison for the strategic development of business in Latin America.

In this position at the Corporate Headquarters in Columbus, IN., he has been involved in projects related to the growth of overall business in Latin America, development of the Emissions Solutions business, new technologies for China, development of the Distribution business in the Americas, regional organization to foster growth in emerging markets, growth of business with Agricultural OEMs, among others.

Prior to joining Cummins, Luciano had over 10 years of experience in Strategy, both in corporate roles and top-tier consulting firms. From 2008 to 2010, he led Strategic Planning in Latin America for Bunge, a \$45 billion company focused in the agribusiness and food production chain. At Bunge, Luciano worked in the enhancement of core markets leadership and acquisition/development of capabilities in biofuels. Prior to that, he worked for 8 years with Roland Berger Strategy Consultants, a leading global strategy consulting firm. He worked across a wide range of strategic issues, and across markets such as Automotive, Aerospace, Banking, Engineered Goods/Manufacturing, Commodities, and Telecom/High Tech. Before his engagement with Roland Berger, Luciano worked with Booz & Co. (formerly known as Booz Allen & Hamilton), where he focused in the Telecom and M&A practices.

Luciano earned a Bachelor of Science in Mechanical Engineering from Instituto Tecnológico de Aeronautica (ITA) and a Masters of Business Administration from the Anderson School of Business at University of California at Los Angeles (UCLA).

#### About Cummins

Cummins Inc., a global power leader, is a corporation of complementary business units that design, manufacture, distribute and service engines and related technologies, including fuel systems, controls, air handling, filtration, emission solutions and electrical power generation systems. Headquartered in Columbus, Indiana, Cummins serves customers in more than 190 countries and territories through its network of 600 distributor facilities and more than 6,000 dealer locations.

Visit [www.cummins.com](http://www.cummins.com) for more information.