

VICTOR VIEIRA DOS SANTOS

Marketing Director, Embraer Commercial Aviation Asia Pacific

Victor is the Marketing Director at Embraer Commercial Aviation Asia Pacific, responsible for maximizing the potential impact of commercial aircraft sales campaigns within the Asia Pacific region.

Victor has been working at Embraer for more than 10 years. He started as a market analyst in the Market Intelligence Department where he supported the development of regional market understanding for North and Latin America, identifying and developing new business opportunities.

Later he became Senior Strategist primarily responsible for long-term market research, competitive positioning, strategic marketing initiatives and assessment of market demand for current and new products.

Prior to the current position, he was the Head of Market Strategy leading the development, communication and execution for the organization's global strategic planning.

Victor holds two bachelors, in Business Administration and International Affairs, as well as an MBA from University of Sao Paulo.

Victor lives in Singapore, with his wife and son.