

CURRICULUM VITAE

1. OVERVIEW STATEMENT

Highly accomplished and result-oriented business executive and strategic marketer, with track record of success collaborating at all levels within highly complex university and multinational company settings to develop short- and long-term strategies for implementing new programs, products, trainings and branding campaigns. Strengths in relationship building, operations, mentoring, strategic planning, project management and marketing, with a unique combination of knowledge and experience in research and production as well as business and marketing with the ability to adapt in dynamic scenarios.

2. DEGREES

- **Doctor of Veterinary Medicine (DVM)** – College of Veterinary Medicine and Animal Science (FMVZ) at São Paulo State University (UNESP) – Botucatu, SP, BR (2009)
- **Master of Animal Molecular and Cell Biology** – Cattle Reproductive Physiology and Cellular Biology – Dr. Alan Ealy – Animal Sciences Department – University of Florida – Gainesville, FL, USA (2012)
- **Master of Agribusiness** – Food and Resource Economics Department – University of Florida, Gainesville, FL, USA (2014)

3. LANGUAGES

- Excellent speaking, reading, and writing skills in Portuguese
- Excellent speaking, reading and writing skills in English
- Good speaking, reading and writing skills in Spanish
- Basic knowledge in German

4. CORE COMPETENCIES

- Strategic planning
- Multi-level and Multi-cultural collaboration
- Multiple projects management
- Implementation and communication of strategies and goals
- Excellent communication skills (writing/verbal)
- Strong organizational and administrative skills
- Product development, positioning and branding
- Research and Data analysis
- Proficient with Microsoft Office, Adobe Suite
- Branding, Product Development and Product Positioning

5. AWARDS

- Animal Molecular and Cellular Biology Assistantship – 2010-2012

- Graduate Student Council Travel Grant – 2011
- Latin American Studies Scholarship – 2012-2014
- O-1 Visa recipient – Individuals with Proven Extraordinary Abilities or Achievements – 2015

6. PROFESSIONAL ORGANIZATIONS

- American Dairy Science Association (ADSA)

7. EXTRA-CURRICULAR ORGANIZATIONS

- Cavalier Alliance Rescue – Dog rescue group – Active member and foster volunteer (2017-current)
- Women in Blue – Leadership group at DeLaval to develop women in the workplace – Active member (2015 - current)
- Animal Science Graduate Student Association – Secretary (2011-2012) University of Florida, Gainesville, FL, USA
- Graduation Committee 2009 Class of Veterinary Medicine and Animal Sciences – Member (2007-2009) UNESP, Botucatu, SP, Brazil
- Student Athletic Association of Veterinary Medicine – Social chair (2005-2007) UNESP, Botucatu, SP, Brazil

8. MONOGRAPH

- The effects of heat stress in dairy reproduction. 2009. P. Morelli – UNESP – FMVZ, Botucatu, SP, Brazil

9. THESIS

- The influence of *Bos indicus* genetics on early fetal development and plasma pregnancy-associated glycoprotein concentrations. 2012. P.M. Mercadante – Animal Science Department – University of Florida, Gainesville, FL, USA

10. BOOK CHAPTER

- J.A. Sterns, T.H. Spreen and **P.M. Mercadante**; Agribusiness and Sustainability of the Orange Juice and Sugar/Ethanol Industries of Sao Paulo and Florida. In: Jeffrey D. Needell, editor, Emergent Brazil. 2015. University Press of Florida, Gainesville, FL. Pages 199-218.

11. REFERRED PUBLICATION

- J.L.M. Vasconcelos, O.G. Sá Filho, P.L. Justolin, **P. Morelli**, F.L. Aragon, M.B. Veras, S. Soriano. Effects of postbreeding gonadotropin treatments on conception rates of lactating dairy cows subjected to timed artificial insemination or embryo transfer in a tropical environment. J Dairy Sci. 2011 Jan;94(1):223-34
- B.M. [Stewart](#), J. [Block](#), **P. Morelli**, A. E. [Navarette](#), M. [Amstalden](#), L. [Bonilla](#), P.J. [Hansen](#), T.R. [Bilby](#). Efficacy of embryo transfer in lactating dairy cows during summer using fresh or

vitrified embryos produced in vitro with sex-sorted semen. [J Dairy Sci.](#) 2011 Jul;94(7):3437-45

- **P.M. Mercadante**, K.M. Bischoff, V.R.G. Mercadante, G.C. Lamb, M.A. Elzo, S.E. Johnson, D.O. Rae, J.V. Yelich and A.D. Ealy; Subspecies differences in early fetal development and plasma pregnancy-associated glycoprotein concentrations in cattle. *J Anim. Sci.* 2013 Aug;91(8):3692-3700
- S.R. McCoski, M. Xie, E. B. Hall, **P.M. Mercadante**, T. E. Spencer and A.D. Ealy; Validation of an interferon stimulatory response element reporter gene assay for quantifying type I interferons. *Domest Anim Endocrinol.* 2014 Jan; 10.1016/j.domaniend.2013.12.003
- **P.M. Mercadante**, E.S. Ribeiro, C. Risco and A.D. Ealy; Associations between pregnancy-associated glycoproteins and pregnancy outcomes, milk yield, parity, and clinical diseases in high-producing dairy cows. *J Dairy Sci.* 2016 Apr;99(4):3031-40.

12. ABSTRACTS PUBLICATIONS

- **P. Morelli**, J.L.M. Vasconcelos, R.F.G. Peres, F.V.R. Vieira and A.B. Scarpa; Pre and post ovulatory progesterone concentrations in nelore cattle after TAI. In: XX Scientific Initiation Congress, 2008, São José dos Campos, SP, Brazil
- V.R.G. Mercadante, J.L.M. Vasconcelos, **P. Morelli**, I. Claro Jr. and V.J. Guerreiro; Treatment with 27 days previously used CIDR[→] in induction of cyclicity and conception in pre-pubertal nelore heifers. In: XX Scientific Initiation Congress, 2008, São José dos Campos, SP, Brazil
- **P. Morelli**, P. Justolin, M. Reis, O. Sá Filho, F. Aragon, M. Veras, S. Soriano, and J. L. Vasconcelos; Effect of the treatment with GnRH seven days after embryo transfer (ET) on reproductive performance in lactating dairy cows. In: Joint Annual Meeting, 2010, Denver, CO, USA
- P. Justolin, **P. Morelli**, M. Reis, O. Sá Filho, F. Aragon, M. Veras, S. Soriano, and J. L. Vasconcelos; Effects of treatments with hCG or GnRH on serum progesterone (P4) and conception rates (CR) in lactating dairy cows submitted to timed artificial insemination (AI) or embryo transfer (ET). In: Joint Annual Meeting, 2010, Denver, CO, USA
- B. M. Stewart, J. Block, **P. Morelli**, A.E. Navarrette, M. Amstalden, L. Bonilla, P.J. Hansen and T.R. Bilby; Efficacy of Embryo Transfer in Lactating Dairy Cows during Summer Using Fresh or Vitrified Embryos Produced In-Vitro with Sex-Sorted Semen. In: Joint Annual Meeting, 2010, Denver, CO, USA
- T.R. Bilby, J. Block, B.M. Stewart, **P. Morelli**, L. Bonilla and P.J. Hansen; Efficacy of embryo transfer in lactating dairy cows during summer using fresh or vitrified embryos produced in vitro with sex-sorted semen. II. Calving data. . In: Joint Annual Meeting, 2011, New Orleans, LA, USA
- **P.M. Mercadante**, D. O. Rae, S. E. Johnson and A. D. Ealy; Effects of *Bos indicus* breeding on plasma pregnancy-associated glycoprotein (PAG) concentrations and fetus size in early gestation. In: Joint Annual Meeting, 2011, New Orleans, LA, USA
- C.M. Waits, **P.M. Mercadante**, S.E. Johnson, A.D. Ealy and J.V. Yelich; Fetal size and pregnancy-associated glycoprotein concentrations are influenced by *Bos indicus* genetics during early gestation. In: Joint Annual Meeting, 2012, Phoenix, AZ, USA

- **P.M. Mercadante**, K.M. Bischoff, V.R.G. Mercadante, G.C. Lamb and A.D. Ealy; Influence of *Bos indicus* genetics on pregnancy-associated glycoproteins (PAGs) and their association with fetal development. In: Joint Annual Meeting, 2012, Phoenix, AZ, USA
- B.L. Artiaga, **P.M. Mercadante** and J.P. Driver; Targeting Natural Killer T cells to enhance immunity: A novel swine model. In: 11th AMCB Research Symposium, 2013, Fernandina Beach, FL, USA
- **P.M. Mercadante**, C. Risco and A.D. Ealy; Correlations between PAG concentrations, pregnancy loss and milk production in high producing Holstein cows. In: Joint Annual Meeting, 2013, Indianapolis, IN, USA
- V.R.G. Mercadante, D.D. Henry, F.M. Ciriaco, **P.M. Mercadante**, J. Rodgers, N. DiLorenzo, G.C. Lamb. 2014. Development and utilization of the AI Cowculator: A decision-aid application to determine whether to utilize fixed-time artificial insemination (TAI) or purchase herd sires for natural service. In: Joint Annual Meeting, 2014, Kansas City, MO, USA
- Henry, D.D., T. Schulmeister, F.M. Ciriaco, **P.M. Mercadante**, V.R.G. Mercadante, G.C. Lamb and N. DiLorenzo. 2014. Potential bull buyers perceive increased value to their operations when purchasing bulls from the Florida Bull Test. In: Joint Annual Meeting, 2014, Kansas City, MO, USA

13. EXTENSION PUBLICATIONS

- Mercadante, V.R.G., D.D. Henry, F.M. Ciriaco, **P.M. Mercadante**, T. M. Schulmeister, N. DiLorenzo, and G.C. Lamb; Potential Bull Buyers Perceive Increased Value to Their Operations When Purchasing Bulls from the Florida Bull Test. 2014. University of Florida, IFAS, Florida Coop. Ext. Serv., Animal Science Dept., EDIS Publication AN313.
- Mercadante, V.R.G., **P.M. Mercadante**, D.D. Henry, F.M. Ciriaco and C. Lamb; The benefits of implementing a fixed-timed artificial insemination (TAI) program. Florida Junior Brahman Association. Humps and Tails. 2014 vol.1(1)
- **Mercadante, P.**; Give shelter from the storm: Protecting teat health during the winter months. 2016. Progressive Dairyman. <http://www.progressivedairy.com/topics/herd-health/give-shelter-from-the-storm-protecting-teat-health-during-the-winter-months>

14. EXTENSION ACTIVITIES

- During my employment at the NFREC – Marianna I developed several success stories, which are extension documents compiling the research achievements done by the professors and their students with the mission of aiding the American beef producers and industry to improve. They are cited below:
 - i. Improving Cattle Feed Efficiency in Mature Cows – Creating Wealth for the Cattle Industry. 2014. Available at http://nfrec.ifas.ufl.edu/Success_Stories_2011.shtml
 - ii. Florida Bull Test – Creating Wealth for the Cattle Industry. 2014. Available at http://nfrec.ifas.ufl.edu/Success_Stories_2011.shtml
 - iii. Influence of Timed Artificial Insemination – Creating Wealth for the Cattle Industry. 2014. Available at http://nfrec.ifas.ufl.edu/Success_Stories_2011.shtml

iv.A Feed Supplement for Backgrounding Cattle – Creating Wealth for the Cattle Industry. 2014. Available at http://nfrec.ifas.ufl.edu/Success_Stories_2011.shtml

15. PROFESSIONAL EXPERIENCE

- Department of Microbiology and Immunology at the Institute of Bioscience – Internship – 2005
UNESP, Botucatu, SP, Brazil
- Department of Animal Reproduction – Internship – 2007
UNESP, Botucatu, SP, Brazil
- Director of Dairy Research at CONAPEC Jr. Agriculture Consultant Student Enterprise – 2007-2009
Dr. José Luiz Moraes Vasconcelos – UNESP, Botucatu, SP, Brazil
- Reproduction School – Artificial Insemination Technician – 2007
CRV Lagoa, Sertãozinho, SP, Brazil
- Pioneiros Veterinary Clinic – Dairy health and reproduction – Internship – 2008
Carambeí, PR, Brazil
- Colorado Dairy Farm – Internship – 2009
Araras, SP, Brazil
- Animal Sciences Department – University of Florida – Internship – 2009
Dr. Alan Ealy – Gainesville, FL, USA
- Texas AgriLife Research – Texas A&M – Internship – 2009
Dr. Todd Bilby – Stephenville, TX, USA
- Mammalian Endocrinology Teaching Assistant – University of Florida – 2011
Dr. Alan Ealy – Gainesville, FL, USA
- Laboratory Technician at the Animal Sciences dept. – University of Florida – 2012
Dr. John Driver – Gainesville, FL, USA
- Marketing Director at North Florida Research and Education Center (NFREC) – University of Florida – 2014
Dr. Cliff Lamb – Marianna, FL, USA
- Milk Quality and Animal Health Product Specialist Central Region – September 2014 – December 2015
DeLaval Inc. – Waunakee, WI, USA
- Solution Manager for North America – Udder Health – January 2016 – February 2018
DeLaval Inc. – Chicago, IL, USA – mobile office
- Solution Manager for North America – Animal Health and Milk Quality – March 2018 – February 2019
DeLaval Inc. – Chicago, IL, USA – mobile office

- Academic and Student Support Advisor – Animal and Poultry Sciences dept at Virginia Tech – March 2019
Virginia Tech – Blacksburg, VA, USA

16. PARTICIPATION IN SCIENTIFIC MEETINGS

- Technological Alternatives to Control Food Pathogens – 2006
UNESP, Botucatu, SP, Brazil
- III Current Concepts on Veterinary Oncology – 2006
UNESP, Botucatu, SP, Brazil
- XXII Brazilian Embryo Technology Society (SBTE) – 2008
Guarujá, SP, Brazil
- XII Conference Focusing in Production and Reproduction of Cattle – 2008
CONAPEC Jr., Uberlândia, MG, Brazil – member of organization committee
- XX Scientific Initiation Congress – 2008
UNESP, São José dos Campos, SP, Brazil - presenter
- XIII Conference Focusing in Production and Reproduction of Cattle – 2009
CONAPEC Jr., Uberlândia, MG, Brazil – member of organization committee
- 7th AMCB Research Symposium – 2009
Plantation Golf Resort and Spa, Crystal River, FL, USA
- 8th AMCB Research Symposium – 2010
Whitney Laboratory, University of Florida, Saint Augustine, FL, USA
- 9th AMCB Research Symposium – 2011
Steinhatchee Landing Resort, Steinhatchee, FL, USA – speaker
- 37th Annual Conference of International Embryo Transfer Society (IETS) – 2011
Wyndham Orlando Resort, Orlando, FL, USA
- 2011 ADSA®-ASAS Joint Annual Meeting
Ernest N Morial Convention Center, New Orleans, LA, USA - presenter
- 10th AMCB Research Symposium – 2012
Holyday Isle Oceanfront Resort, St. Augustine Beach, FL, USA - presenter
- 2012 ADSA®-ASAS Joint Annual Meeting
Convention Center, Phoenix, AZ, USA - presenter
- 45th Society for the Study of Reproduction Annual Meeting and 18th Ovarian Workshop – 2012
Center for Reproductive Biology and Health – The Pennsylvania State University
State College, PA, USA
- 2013 ADSA®-ASAS Joint Annual Meeting
Convention Center, Indianapolis, IN, USA – presenter
- 2015 American Association of Bovine Practitioners (AABP) – 48th Annual Conference

New Orleans, LA, USA

- 2016 National Mastitis Council (NMC) – 55th Annual Meeting
Renaissance Hotel, Glendale, AR, USA
- 2017 National Mastitis Council (NMC) – 56th Annual Meeting
TradeWinds Island Grand Resort, St. Pete Beach, FL, USA

17. ORAL PRESENTATIONS

- Artificial Insemination and Breeding Management in Cattle. In: CONAPEC Jr. Seminar – 2007
UNESP, Botucatu, SP, Brazil
- Mastitis in High Production Holsteins. In: CONAPEC Jr. Seminar – 2008
UNESP, Botucatu, SP, Brazil
- Effects of *Bos indicus* breeding on plasma pregnancy-associated glycoprotein (PAG) concentrations and fetus size in early gestation. In: AMCB Research Symposium – 2011
Steinhatchee Landing Resort, Steinhatchee, FL, USA
- Influence of *Bos indicus* genetics on pregnancy-associated glycoproteins (PAGs) and their association with fetal development. In: Animal Science Seminar – 2011
University of Florida, Gainesville, FL, USA
- Udder Health and Milk Quality – 2014 through 2019
United States (online and in person)

18. REFERENCE CONTACTS

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- Sally Johnson, PhD
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- Carlos Risco, DVM
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- Cliff Lamb, PhD
Animal Sciences Department Head at Texas A&M – College Station, TX, USA
- Natalia Martinez, DVM, MPVM, PhD
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- Jami Raymond
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