

CLAYTON LIMA

COMMERCIAL & OPERATIONS EXECUTIVE

Business Development | P&L | Multi-Unit Operations | People & Partnerships
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EXECUTIVE PROFILE

Commercial and operations executive who builds businesses, develops channels and leads teams accountable for delivery. More than 30 years in travel and tourism, progressing from branch and regional leadership at CVC to ownership of a multi-city agency network and Master Franchise governance. Combines P&L responsibility, acquisitions and operating integration with B2B/B2C sales, product development and partner negotiation. Recent NOVVA engagements demonstrate hands-on client acquisition, tailored proposals and renewed institutional relationships. This operating experience is relevant to organizations seeking disciplined growth, regional expansion and stronger commercial execution.

CVC context: Latin America’s largest leisure tour operator and travel agency network, according to CVC Corp. Corporate employment and subsequent business ownership are distinguished below.

HISTORICAL SCALE AND CURRENT COMMERCIAL EVIDENCE

BRL 114.45M

2019 network sales volume
79,836 passengers

20 UNITS

18 owned + 2 franchisees
Across 10 cities

115 EMPLOYEES

Grupo Lima & Bonini
2019 peak headcount

2019 operating snapshot of the network built over the CVC trajectory: 18 company-owned branches + two independent franchisees. Sales cover all 20 units; employees exclude independent-franchisee staff.

Dedicated B2B sales and service channel serving approximately 100 independent travel agencies; recent institutional engagement renewed for 2026.

PROFESSIONAL EXPERIENCE

Founder and Chief Executive Officer

NOVVA Group / NOVVA Special Trip

May 2024 – Present | Brazil

- Originate and negotiate corporate, institutional and premium travel engagements; translate client requirements into proposals, supplier arrangements and a coordinated delivery plan.
- Secured NOVVA’s official-agency partnership for the 2025 and 2026 editions of an international congress. Led the engagement and delivery team; the organizer’s signed reference links renewal to confidence in the prior experience.

Master Franchisee and Managing Director

Grupo Lima & Bonini / CVC – Regional Expansion

February 2013 – November 2023 | São Paulo and Minas Gerais

- Built and expanded company-owned operations through new locations, acquisitions and integration, alongside development of independent franchisees. Accountable for P&L in owned operations and central functions; regional governance covered operating standards and commercial performance.

Master Franchisee and Managing Director

Grupo Lima & Bonini / CVC

February 2013 – November 2023 | Continued

- Product development across the CVC trajectory. Proposed regional products to headquarters and led sales for two weekly full-aircraft charter programs from Ribeirão Preto to Porto Seguro and Maceió. Assumed seat-occupancy commitments and coordinated B2B agencies, owned B2C branches and destination partners. Both ran year-round for at least three years; Porto Seguro continued for approximately a decade or longer. Supported continuity through proposals and KPI reviews with headquarters.
- Partnerships and routes to market. Negotiated commercial initiatives with tourism authorities, ABIH partners in Alagoas, hotel groups and destination suppliers. Connected these agreements with campaigns across independent-agency and company-owned channels.
- People and operating governance. Led commercial, operations, finance, administration and HR teams. Aligned unit managers around targets, forecasts, standards and branch/channel performance reviews.
- Team development and commercial activation. Developed Corporate & Groups capabilities and led seven regional conventions involving teams and suppliers, combining product launches, training and recognition.

Owner-Operator and Regional Expansion Lead

Grupo Lima & Bonini / CVC – Sales and Operations

2008 – February 2013

- Developed company-owned branches and independent-agency relationships, linking regional expansion to B2B sales and service.
- Opened the first owned branch at Franca Shopping in September 2007 during the corporate transition. Launched the dedicated B2B agency-service operation in March 2008; the channel served approximately 100 independent agencies.

Regional Manager

CVC – Commercial and Operations

November 2005 – 2008 transition | Ribeirão Preto

- Coordinated regional sales priorities and teams beyond a single branch, connecting commercial direction with local operating execution in Ribeirão Preto.
- Combined regional responsibilities with the first company-owned operation during the 2007–early 2008 transition.

Branch Manager and Subsequent Territory Responsibilities

CVC – Maringá and Interior of Paraná

January 2000 – October 2005

- Joined as Branch Manager in Maringá, serving independent travel agencies and developing B2B distribution relationships.
- From approximately 2003, assumed B2B/B2C territory responsibilities across the interior of Paraná: consolidated targets, branch development and coordination of managers and commercial representatives.

Early industry foundation | Approximately 1995–1999: tour guiding, travel sales, operations and agency management.

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SELECTED CLIENT WORK AND CREDENTIALS

INSTITUTIONAL CLIENT DELIVERY

International congress on neurodevelopment and educational neuroscience. Won NOVVA's official-agency engagement for 2025 and 2026, originated and negotiated the account, assembled the team and oversaw travel, accommodation, reception and transfer delivery. The organizer's signed reference links renewal to confidence in prior delivery. In 2026, NOVVA served approximately 600 speakers and attendees, with a contractual focus on speakers, including international guests. The organizer describes the event as Latin America's largest congress on neurodevelopmental disorders and educational neuroscience.

Municipal education department. Delivered travel and hotel logistics for educators attending the 2025 congress and served the same municipal client again in 2026. The 2025 reference cites punctuality, clear communication and personalized service.

CORPORATE PROGRAMS AND PARTNERSHIPS

Incentive program for a major Brazilian financial institution. Negotiated a program for approximately 800 participants at a resort in Bahia, coordinating accommodation, event arrangements, food and beverage, leisure and entertainment with hotel teams.

Tailored travel for selected clients of a luxury car dealership. Created and developed a tailored premium travel product from the dealership's brief, leading commercial negotiation, partner coordination and the delivery team. Promotional material identifies NOVVA as the official agency; separate dealership feedback recognizes organization and service quality.

RECOGNITION AND PROFESSIONAL DEVELOPMENT

CVC Sales Highlight for 2016 performance, recognized in 2017; recognition for 2017 performance at the 2018 convention in Dubai. At the 2021 convention, for 2020 performance, Jardim Paulista and Jundiaí Shopping earned Best Engagement awards in their respective categories.

Walt Disney World Resort Travel Agent Training Program: March 27–31, 2017. Disneyland Resort Travel Agent Training Program: May 14–17, 2019.

EDUCATION AND LANGUAGES

Universidade de Marília (UNIMAR): undergraduate coursework in Data Processing; three semesters completed; no degree awarded.

Portuguese — native. English — intermediate, actively developing. Spanish — intermediate, with good conversational ability.

EXECUTIVE CONTRIBUTION

Leadership contribution: build and develop a business or territory; organize channels and teams; negotiate partnerships; connect commercial decisions with P&L and operating delivery. The evidence comes from travel distribution and services, with transferable capabilities for multi-unit, channel-led and service businesses.

An ownership mindset grounded in hands-on experience, with accountability for people, commercial outcomes and delivery. Professional base in Brazil.