

SPEAKER

Innovative business trends in the forest/wood sector in Europe and the world

10 October - Hyatt Centric Hotel
Hour: 13:30 - 15:00



PhD. Ernesto Wagner

Director of V/W Ltda.

A native of Chile, Ernesto Wagner is a Civil Engineer from the Catholic University of Santiago (1994), has a Master's degree from the same university (1995) and a PhD in Marketing from Oregon State University (2003), with a focus on forest products.

During the 1990s, Ernesto worked as project and marketing manager of the family construction firm in Santiago, the capital of Chile. In 1999, he moved to the United States where he obtained his doctorate. Shortly after, he worked at a trading company in Portland, Oregon, which marked his start in International Business and Commerce. In the next 15 years, Ernesto will be directly involved in the sales and marketing of various wood products (logs, sawn lumber, plywood, OSB, pellets) with an amount exceeding US\$ 700 million.

During a period of 7 years, Ernesto held several positions in the multinational Weyerhaeuser, first as Marketing Manager for South America in Federal Way, Washington State, and then in Uruguay, where he was Commercial Manager of Weyerhaeuser Productos. Between 2010 and 2011, Ernesto was also Director for South America of Weyerhaeuser Solutions, a consulting firm of Weyerhaeuser. At the end of 2011, Ernesto returns to Chile as Deputy General Manager of the Tremen group, a company that was the third largest Latin American producer of sawn timber. During this period, Ernesto oversaw the sales and operations of 5 sawmills plus the plywood factory. Finally, in 2016, Ernesto started his own company: V-W Ltda, where he created several marketing programs for wood products from Brazil, Chile and Uruguay, as well as leading engineering projects for various companies.