

SENIOR EXECUTIVE

**Chief Technology Officer | Chief Innovation Officer | Executive Director
Dean | Dean of Academics**

Exceptional record of success in the management of large multidisciplinary teams (350+ employees), in the fields of information technology, industry innovation, and academia.
Consistent history in starting, building, growing and improving profitability and value of companies, by improving the company's efficiency and identifying business opportunities.
Experienced planner, leader and specialist at Digital Transformation implementation and Change Management Culture endorsement.
Strategy development, building relationships with the main Stakeholders (Board, customers, suppliers, government and employees). My core competencies include risk mitigation, project management, setting goals and KPIs for monitoring, digital transformation and development of new businesses.

COMPETENCIES WORD CLOUD (made by articles, interviews and resume word analysis)



Note: Words were translated by context

CAREER HIGHLIGHTS

- Created and developed “New Products” department aiming for new revenue streamline while reducing costs by gaining scale and efficient use of available infrastructure, generating an increase of approximately US\$ 1.5MM in the first 6 months, and new contracts’ forecast of US\$ 6MM for the next 12 months.
- Developed and implemented a disruptive ITC bachelor’s program that was ranked 1ST quality program in the State of São Paulo and 3rd private Program in the Country by National Education Officials.

PROFESSIONAL EXPERIENCE

PRODAM-SP S/A (Local Government ITC Company – São Paulo - Brazil)

Mar | Dez 2019

CIO | CTO

Responsible for the development of strategic planning in the areas of Infrastructure, PMO, BI, Services and Innovation, aligned with São Paulo Local Government and Company’s Strategic Plan.

Budget Management (aprox. US\$ 25MM) for Hardware, Software, Facilities, Services, Training, Innovation and New Technologies.

Implementation of Agile development and management methodologies, resulting in the reduction of the total time for product and service delivery process by more than 30%.

Planned the procedures for the LGPD (similar to GDPR) implementation, both within the company's own data scope as Data Controller, as well as Data Operator for the Local Government.

ASSOCIAÇÃO ESCOLA SUPERIOR DE PROPAGANDA E MARKETING | ESPM-SP Brazil

2013 | 2018

Dean of Academics

Responsible for idealizing the program, recruiting, hiring and training faculty, developing of the Program curriculum and obtaining official approval from the Brazilian Ministry of Education

Development and implementation of the Program's Business Plan, existing infrastructure adaptation to meet the operations’ needs under available budget.

Approaching the market to disseminate and expand the Program, generating employment opportunities for students, which resulted in more than 95% employability.

Obtained anticipated ROI in first year through growth greater than 120%.

GRID - CONSULTORIA E PARTICIPAÇÕES LTDA - Brazil

2005 | present

Partner Consultant

Conducting Consultancy in Digital Transformation and Business|Marketing Management for companies of different sizes and industries in Brazil and Portugal.

Development of in-company training, in both presential and virtual learning modalities, in Marketing, Business Management and Digital Transformation.

OTHER ACTIVITIES

- ✓ Big retail company e-commerce management
- ✓ RECITAL/UNIX development
- ✓ Business Analyst
- ✓ Undergraduate Program Dean
- ✓ Under and Post-Graduation Programs Teacher
- ✓ Business Coach

EDUCATION

Digital Transformation Executive Formation Program	2018
Católica Lisbon School of Business & Economics	LISBOA PORTUGAL
Master of Science: International Business Management	2012
Escola Sup. de Propaganda e Marketing ESPM-SP	SÃO PAULO BRAZIL
MBA: Marketing	2005
Escola Sup. de Administração Marketing e Comunicação de Santos ESAMC Santos	SANTOS BRAZIL
Bachelor's Degree in Advertising and Marketing	2001
Escola Sup. de Propaganda e Marketing ESPM-SP	SÃO PAULO BRAZIL

OFFICIAL PARTICIPATION

Local Government Intersecretary Workgroup for LGPD	2019
Mobilab+ Steering Committee	2019
Municipal Council for ICT – CMTIC	2019

MEDIA COLLABORATION

How WhatsApp Makes Money <i>(original: Como o WhatsApp ganha dinheiro?)</i>	BBC Brasil	2018
How to use clients' data to increase revenue – without breaking the law <i>(original: Como usar dados de seus clientes para faturar mais – sem descumprir a lei)</i>	PEGN Magazine	2018
Businesses use technology to target clients by their location <i>(original: Empresas usam tecnologia para mirar clientes pelo endereço.)</i>	Veja Magazine	2017
Apple is back in the game. <i>(original: A Apple volta ao jogo.)</i>	Istoé Magazine	2017
The Internet knows everything about you. <i>(original: A internet sabe tudo de você.)</i>	Istoé Magazine	2017
Remember it? <i>(original: Lembra dele?)</i>	Época Negócios	2017

HONORS

Honorable Mention in “Prêmio de Smart Cities” with “Tô Legal” App	Brazil	2019
Academic Excellence Award in “TCC de Tecnologia no curso de ADM” – ESPM/SP	Brazil	2017
Honored Teacher – Class of 2017/01 – ESPM/SP	Brazil	2017

SKILLS

 English	■ ■ ■ ■ ■	 German	■ ■ ■ ■ ■
 Team Management	■ ■ ■ ■ ■	 Project Management	■ ■ ■ ■ ■
 Budget Management	■ ■ ■ ■ ■	 KPIs Management	■ ■ ■ ■ ■
 New Business	■ ■ ■ ■ ■	 Gap Analysis	■ ■ ■ ■ ■
 Innovation	■ ■ ■ ■ ■	 Coding	■ ■ ■ ■ ■