

IT | Digital Transformation | New Business | Strategy | Data Protection | Innovation

Executive with more than 25 years of experience in companies in the Pharmaceutical Retail, Telecom Fashion and Technology Industry segments, with expertise in managing complex IT environments, and **expertise** in transforming IT environments that require stabilization, reliability and modernization aimed at Digital Transformation.

Experience with implementation of highly complex national and international projects, investment management, implementation of ERP systems, e-Commerce, logistics, finance, consulting and mobile applications.

Extensive knowledge in Innovation in the implementation of Projects integrating Web, e-Commerce, mobile and CRM channels aimed at creating a unified user experience.

Extensive experience in managing teams spread across different continents, conflict management and management teams with over 400 people.

Efficiency in Cost Optimization and Elaboration of Technical / Budget Planning (CAPEX and OPEX).

Domain in the implementation of Compliance, Internal Controls, Drafting and Management of Major Contracts, Management Reports and Adequacy / Preparation for Internal and External Audits.

Certifications - 6Sigma Black Belt - Flemming Institute / PGQP - Brazil, Management 3.0 - Adaptworks - Brazil / Scrum Alliance - Agile, SCM - Scrum Master - Adaptworks - Brazil / Scrum Alliance - Agile.

Ability to transmit knowledge and train multicultural and multifunctional teams; actively participate in different areas and obtain results from third parties and constant interaction for the development and planning of projects.

Analytical skills with broad execution in achieving goals, leadership and team spirit when valuing, understanding the ideas of different people and conflict management, relationships with different hierarchical levels, with adaptability to new functions and new environments.

Fluent English and advanced Spanish.

International Experiences - Report to the American Headquarters, Implementation of projects abroad, systems training and meetings abroad, team management in North and Latin America, China and India.

ACADEMIC BACKGROUND

1997/2 – **Post-graduation in Computer Architecture** – PUCRS (Porto Alegre/RS)

1994/2 – **Graduation in Electrical Engineering** – PUCRS (Porto Alegre/RS)

PROFESSIONAL EXPERIENCE**Apisul Gerenciamento de Riscos****09/2021 - presente**

Logistic Risk Management, Insurance and Technology Company

IT Director - CIO

- Report to President.
- Responsible for the Information Technology of Apisul
- Management of the Software Development, Operations, Projects, Infrastructure, Backoffice, IT Governance and Innovation areas.
- Direct team management: 46 direct people and 15 outsourced resources.
- Support to the expansion of Network Operations in Brazilian Territory.
- Ongoing Projects: Disaster Recover Site Deployment, Information Security Reinforcement and GDPR Deployment.

Farmácias São João**03/2019 - 10/2020**

Pharmaceutical Retail Company

IT Director - CIO

- Report to the President.
- Responsible for the Information Technology Directorate of Farmácias São João.

- Performance in the implementation of Digital Transformation in the company's environments, as well as stabilization, optimization of the operation and investments in IT assets.
- Management of the Operations, Projects, Infrastructure, Backoffice, IT Governance and Innovation areas.
- Direct team management: 91 direct people and 38 outsourced resources.
- Support to the expansion of Network Operations in the States of RS, SC and PR.
- Ongoing projects: Refresh of Infrastructure (Data Centers), São João Credit Card, SAP Implementation (Retail and Vistex and Novo WMS), updating the Store Front system and adapting the systems to LGPD.

Accomplishments:

- Implementation of the CRM Project and New BI - 2020.
- Implementation of the second wave of e-Commerce and App São João - 2020.
- Store Operation Stabilization - 2019.
- Stabilization and Expansion of Logistics Operation Capacity - 2019.
- Renegotiation of Contracts with Suppliers - 2019.
- Implementation of the First Wave of e-Commerce and App São João - 2019.

Dot Edge Digital Consulting

04/2017 - Present

Consulting Company in the Technology Segment for retail and Digital Transformation.

Technology and digital consultant

- Founder
- Technology and digital consultant - PME 's - Simplification of information technology management.
- Digital transformation management.
- Optimization of e-Commerce operation.
- Project development management applied to Innovation.
- Prospecting and implementing retail solutions.

Accomplishments:

- Disaster Recovery (DR) implementation at Datacenters - 2018.
- Implementation of agile operational processes in the company Datacenters - 2017.
- Coaching for digital entrepreneurs - 2017.
- Consulting for the development of Apps in the areas of Supermarket List, Caregiver Services, Audio Editing and Supermarket Commerce - 2017.
- Advisor in the implementation of the Supermarket Web Site.

Lojas Renner S.A.

07/2012 - 02/2017

Fashion retail company

Digital Channel Manager – 08/2015 a 02/2017

- Reporting to the CIO.
- Management of digital channels: e Commerce, mobile applications, web channels (8 sites) and CRM.
- Direct team management.
- Relationship with the areas of marketing, retail operations and financial products.
- Interface with legal and monitoring compliance with legislation.
- Optimization of e-Commerces operation.
- Project development management applied to Innovation.

Accomplishments:

- Creation of unified digital communication processes between online channels 2016.
- Launch of Lojas Renner App - 2016.
- Store employee productivity app creation - 2016.
- CRM system implementation - SAS 2016.
- Prototyping of new technologies - beacons, chatbots, facial recognition, machine learning and processes - DEVOPS 2015 to 2016.
- Implementation of project development using agile methods - 2016.
- Creation of the digital channels area - 2015.

IT Project and Solutions Manager – 07/2012 a 08/2015

- Reporting to the CIO

- IT project management.
- Team management.
- Management of service provider contracts and project costs.
- Management of software development and quality processes.
- Financial planning.
- Budget elaboration and budget control x real.
- Review of service provider contracts and project cost reduction.
- Management of software development and quality processes.
- Improvement in project delivery and software quality indicators.
- Modernization of store automation systems.
- Selection of ERP systems (retail and back office).
- Improvement in physical x financial predictability of projects.

Accomplishments:

- Implementation of e-Commerce Renner - 2014.
- Implementation of e-Commerce Camicado - 2015.
- Youcom Deployment and e-Commerce - 2015.
- Restructuring of the IT project area in 2013.
- Increase in the percentage of project deliveries within 26% to 92% from 2012 to 2015.
- Reduction of production incidents by the introduction of new projects or improvements by 76% - 2015.
- TCO reduction by 2 points - 2016.

Hewlett-Packard Brasil

04/2006 - 01/2012

American multinational computer manufacturer

Project Portfolio Manager – 12/2010 a 01/2012

Program Manager – 02/2008 a 12/2010

Section Manager - Services and Solutions – 02/2007 a 02/2008

Project Manager – 04/2006 a 02/2007

- Report to Lab. Manager
- Management of the local R&D services and solutions department.
- Management of a team of 35 people.
- Portfolio management of projects and programs related to mobile printing.
- Relationship between cross-functional teams in China, India and stakeholders in the USA according to the product roadmap.
- Support for HP AMERICAS in product customization for new customers.
- Management of the development and evolution of software components for global project management of remote printing of companies.
- Structuring and the area of R&D projects for printing.
- Active contribution to the life cycle of a series of Enterprise printers.

Accomplishments:

- Remote Monitoring Project at Ford, Bank of America, Deutsche Bank, GM - 2009;
- Development of print workflows at Itaú bank, Citibank Venezuela, Credit Mutuel França, Procter & Gamble - 2007 to 2008.

Brasil Telecom S.A

08/1997 - 04/2006

Telecommunications operator

Technical manager – 01/2001 a 04/2006

Telecommunications Engineer – 08/1997 a 12/2000

Grupo Gerdau S.A.

04/1995 - 07/1997

Steel industry

Automation Project Engineer

ADDITIONAL COURSES | CERTIFICATIONS

- 2022 – Certification in Data Protection (LGPD/GPDR) – PUCRS | Pontificia Universidade Católica do RS
- 2022 – Master in Startup Governance – Gonew | Governance School
- 2022 – Certification in Governance for Family Companies – IBGC | Brazilian Governance Institute
- 2022 – Decentralized Finance (DeFi) – Unic | Institute for The Future
- 2021 – **Introduction to Blockchain and Digital Currencies** – Unic | Institute for The Future
- 2014 – **Coaching** – ALBA Consultoria
- 2011 – **Leadership of Multicultural Virtual Teams** – HP - In company
- 2011 – **Divisional technical update training in the USA** –HP - In company

2010 – **Motivational and Situational Leadership** – HP - In company

2010 – **Support for Innovation and Change** – HP - In company

2009 – **Effective Communication** – HP - In company

1998 – **MBA CRT*** – CIA Rio Grandense de Telecomunicações - In company(FGV)