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Work Experience

IT consultant – Freelancer

- Lead six sigma projects to reorganize development team. Lead partnership with CRM tool to internal use and for clients. Lead functional and technical requirements to the complete deployment of solution and all new projects and enhancements of Fasolti consulting company. Acting as remote consultant for new projects and possible new startup companies.

IT Senior Manager – 3Con August / 2012 – January/2017:

- Lead Oi Telecom Workforce management program. Takeover of more than 25000 Technicians of field force using Click Mobile and Click software tool. Responsible for managing functional and technical requirements and all steps to the complete deployment of solution and all new projects and enhancements of the program. Setup of project management office.

IT Manager - Accenture . March / 2008 – August / 2012:

- Lead 9º Digit program of Oi Telecom with more than 180 systems and 20 outsourcing software companies. Responsible for the management of all the program since the initial phase to delivery.

- Lead strategic definition of MVNE (Mobile Virtual Network Enabler) to Brasil Market. Responsible to design a offer deck of solutions to media market and telecom.

- Lead a PMO to implementation of SAP to the global model of REPSOL with data conversion and setup of MM, CO, PS, FI and JVA modules.

- Lead a team of management for the portability number program at Oi Telecom with more than 80 systems and 22 outsourcing software companies. Management of all program since de conception and all the phases including Functional and technical specification, development, Test, UAT, deployment and transition to support.

- Support at startup business intelligence project at Michelin;

- Lead for sizing and proposal elaboration for business intelligence projects.

IT Managing Partner- Lam Informatica Ltda: June / 2002 – February / 2008

- **IT Manager - Accenture . March / 2007 – February / 2008:**

- Lead PMO for Shell outsourcing project at Latin America. Take over of more than 200 application and 2 instances of SAP and 9 instances of JDE. Responsible for managing the new office setup and actually responsible to manage new projects, enhancements and TTS(Transition to support).

- **IT Director - Saphyr (Shopping Center management): October / 2005 – January / 2007**
- Lead IT development for Saphyr's four companies group, working for more than 30 shopping centers.

- Responsibility ranged from building and managing all company wide IT solutions for each shopping center to implementing specific solutions to specific localized IT issues.

- Functionally responsible for managing a complete ERP solution, specifically designed to manage shopping centers (Billing, accounting, budgeting, audit, commercial workflow e legal modules)

- Developed methods to DW ETL and OLAP tools, designed framework for projects utilizing best practices (PMI/PMBOK) and built / managed support info systems within a SLA.

  - Key results – contributed to the company's profit growth (+30% in 2006), through process reengineering and expense controls; created tools to improve SAPHYR's sourcing, contributing to savings of 40% in key expense areas as Cloud computing and outsourcing.

- **Functional & Technical Manager – Accenture. June/2005 a October/2005 :**

  - **Responsible for implementing Peoplesoft CRM 8.9 in Petrobras**
    - Functional responsibility: process mapping of key Petrobras CRM related processes in order to integrate with Peoplesoft CRM 8.9
    - Technical responsibility: Define Plan and Method to ensure product usability in Petrobras.
    - Development of GAP's for Peoplesoft CRM 8.9
    - Development of report, procedures, training, integration, workflow and others for Peoplesoft CRM
    - 8.9
    - − Complete set up of Peoplesoft CRM 8.9
    - − Responsible to quality assurance of all the development code to the product, including tests and project migration.

- **Ampla energy : April/2005**

  - **AMPLA – Energy distribution – Business Inteligence**
    - Consultant for DW and CRM.

    - Acted as a 3rd party consultant to help in defining the plan to implement DW and CRM and the RFP to each product and service solution identified as needed (Crosstab evaluation of ETL and OLAP tools - Business Objects, Data Stage, informática, Cognos and Hyperion)

- **Project Manager – Webb Consultoria, eBusiness & Outsourcing (actually Nimbi): March/2002 a March/2005**

  - Acted as project manager in WEBB, with responsibilities ranging from functional to technical aspects of a diverse set of projects. Key responsibilities detailed below:

    - CRM Peoplesoft 8.9 implementation, replacing previous Vantive CRM modules.

    - Functional and Technical definition for all 3 key CRM Peoplesoft modules. Development of a series of customization procedures to adapt Peoplesoft's software to company's processes. In-depth knowledge from Peoplesoft software, from 8.4 version up to 8.9 version, through product experience and full training by Peoplesoft itself.

    - Support – Call administration, solutions, workflow development according to business rules. Created parameters adapted to the company's various business units, as well as scripts with automatic responses and up sell / cross sell integrated campaigns as part of the Marketing module development.

    - Marketing Module Development – campaign administration, eMailMKT and customized teleMKT.

    - Sales Module – Sales team administration, leads generation and workflow organization.

    - Integration – Database Integration of previous legacy systems through integration Broker, utilizing MQ Series and asynchronous messaging.(Client, contact, product e others) – Vantive CRM implementation.

Project Manager – Webb Consultoria, eBusiness & Outsourcing (actually Nimbi): August/2000 a March/2002

- **Webb** was created in 2000 focused in improving process efficiencies through outsourcing, e-business solutions and supply chain optimization. It implemented solutions to more than 30% of Brazil's top 500 firms, such as CVRD, CSN, Nestle, Unilever etc. Key development areas were related mainly to eProcurement, CRM/SRM, DW/B.I., Systems Integration and Billing (more info on www.webb.com.br).

    - Full implementation of Data Warehouse (DW), using ETL OWB (Oracle Warehouse Builder), BO (Business Objects) OLAP and automated processes for CRM integration.

    - Development of own Billing system, which included suppliers, transaction follow up, outsourcing of purchase private portals – Ariba, Oracle e Quadrem, implementation and integration of single client database and integration with CRM;

    - Created standard processes in various developments, achieving cost reduction with focused development / maintenance teams.

    - Defined and implemented integration of various transactional platforms – ODS (Operational data storage)

    - Defined and Implemented specific module for supplier's access, using workflows with active leads and email integration.

Development Manager - VIVO: December/1999 to August/2000

- Client/Project: Vivo and Telefonica. Responsible for DW development for VIVO (cell phone) unit and TELEFONICA (fixed wire line) unit. Key responsibilities included:

    - Creation of standards, specs, development processes and quality control processes. – Utilized ETL tools (ETI) and OLAP tools (BO – Business Objects and DSS MicroStrategy)

    - Accuracy of information improved from a 60% average to 99%.

Development Manager – Boavista bank: April/1998 to December/1999

- Client/Project: Banco Boavista. Responsible for Data Warehouse development for specific bank units (finance, results, risk management). Key activities included:

    - Creation of standards, specs, development processes and quality assurance processes.

    - Evaluation of a diverse set of existing in-market tools.

    - ETL through a set of procedures and OLAP (Business Objects).

Development Analyst - DSC Technology: February/1995 - April/1998

- Project development of diverse projects for various customers. Main activities encompassed the following:

    - First object oriented project in Embratel Telecom.

    - Coordination of Car Insurance Administration project.

    - Participation in prototype development for control of oil wells in Petrobras (Macaé)

    - Development, implementation and management of DW projects. Main projects at Inter-atlântico Bank and Queiroz Galvão Group, both using proper ETL methodology & procedures, as well as OLAP BO - Business Objects

Gulfinvest Bank: February/1994 - February/1995 :

- Responsible for the DW development to the financial area.

Bancorp Bank: November/1993 - February/1994 :

• Responsible for the development of diverse projects to the financial area.

Aliança Navegação : November/1992 - November/1993 :

• Responsible for the development of diverse IT projects.

Education

2003 - Postgraduate in Marketing with emphasis in CRM/DW - UFRJ - Federal University of Rio De Janeiro

1995 – Graduated in Information Technology - PUC-Rio de Janeiro

Languages

English – Spoken English, read and write.

Courses, Certifications and Training
• UCF – Web development 2018 (University of central Florida) – May to November 2018
• Peoplesoft course (Bootcamp, Tools 1 e 2, PeopleCode e Integration Broker)
• Project Management course – PMI (Compass) – 2008
• Financial course (IBMEC)
• Object oriented projects (Rational Software Corporation)
• Languages – PeopleCode, ASP, Vantive – VBScript, Java, .Net, Perl, Developer 2000, Centura, Sql Windows, VB, Cobol, Mumps, Clipper and others
• Databases – Oracle, DB2, SQL Server, Access, RDB, SqlBase
• Others – Cristal reports, Business Objects, DSS Executive(Micro Strategy), Hyperion, SPSS, Informática, ETI, OWB (Oracle warehouse builder)