

## Contato

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## Principais competências

RAG

Business Intelligence Tools

ChatGPT

## Languages

Portuguese (Native or Bilingual)

English (Professional Working)

Spanish (Limited Working)

French (Limited Working)

Danish (Limited Working)

## Certifications

Workshop in Logic Idea Structuring

Introduction to Python

Workshop in Personal Branding

Introduction to Large Language  
Models

Introduction to Generative AI

## Honors-Awards

Consulting Competition participant  
(3rd Place)

# João Rocha e Melo

Co-Founder at Pollock Labs | GenAI

Lisboa, Lisboa, Portugal

## Resumo

As an AI expert and strategic thinker, I focus on solutions that bridge the gap between cutting-edge technology and market needs. Currently leading an AI division, my focus lies on driving AI technologies from concept to production.

My journey is marked by a profound expertise in data science, with a solid foundation in Machine Learning, Data and Analytics. I've had the privilege of applying my skills in a variety of settings, from startups to established corporations like BNP Paribas, where I orchestrated and data-driven projects that balanced technical challenges with business insights.

Beyond my technical prowess, my role has evolved to emphasize leadership, mentoring, and the promotion of a collaborative culture. I'm dedicated to fostering innovation, guiding multidisciplinary teams through complex project landscapes, and ensuring the alignment of AI initiatives with strategic business goals.

My past work, including a significant thesis in computer vision and AI's application in healthcare, underpins my passion for leveraging technology to make meaningful societal contributions. As an advocate for AI in Portugal, I aim to elevate the local industry, inspire future talents, and drive the national conversation on ethical AI use.

Let's connect to discuss how strategic AI leadership and innovation can transform your business challenges into success stories

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## Experiência

Pollock Labs

Co-Founder, Responsible for AI

outubro de 2023 - Present (9 meses)

Lisbon, Portugal

Responsible for the AI sector of Pollock Labs, focused on building knowledge ecosystems

## BrandBastion

### Head of Data

junho de 2022 - novembro de 2023 (1 ano 6 meses)

Portugal

## BNP Paribas

5 anos 9 meses

### Data Team Leader

julho de 2020 - junho de 2022 (2 anos)

Lisbon, Portugal

Leading a team of 16 Data Scientists/profiles responsible for Global Banking topics, within the DataHub scope.

We focused on:

- Developing data solutions: Design and develop ETL and visualizations for final users (taking into account business rules and users' requirements).
- Centralization of data sources: currently creating an extensive repository of internal/externals data sources to set up an environment where these sources are easily available for developers and analysts
- S3 (data storage), Python, SQL and Tableau/Power BI

As a team leader, I focus on:

- Long term plan for the team member's personal/professional development
- Building the team's strategy for the next years
- Pushing for the implementation of proper governance and coding good practices
- Responsible (partially) for liaising with clients on requirements, both from an implementation perspective (e.g, features) and from a project management one (e.g, timeline, roadmaps, budget).

## Product Owner - Data Science

junho de 2019 - junho de 2020 (1 ano 1 mês)

Product Owner:

Senior Member of an internal consulting team, involved in projects which drive decision-making and support processes of digital transformation.

Designed the strategy and visuals of our data products to reach more users  
- onboarded everyone in the program (around 1k users) to stop using Excel/ Spreadsheets and migrate to dashboard solutions (Tableau and PowerBI)

#### Role Responsibilities

- Coordinating Junior Members <-> Clients to ensure the implementation of business requirements
- Run/Maintenance: ownership for maintenance of existing industrialized processes (Datasource feeds & Tools)
- Recruiting: interviews and recruitment events (e.g, Pitch Boot Camp)
- Trainings: Internal trainer for the most used technologies within the team (Alteryx and Tableau). Training is provided to other colleagues of the bank.
- User Adoption: engaged in looking out for the activity of our tools (# unique accesses, # active users) in order to boost digitalization across the bank

#### Examples of initiatives I was involved in:

- SWITCH Project: Local project which aimed to assist Executive Committee members with the fast growth of the Portuguese BNP Paribas platform
- Performance enhancement: implementation of different techniques and requirements change in order to enhance the performance of front end tools, for better user experience.
- Finance Data process migration: part of the group responsible for setting up the migration of the financial data processing from an external environment, to the financial one.

#### Data Analyst / Data Scientist

outubro de 2016 - junho de 2020 (3 anos 9 meses)

Data Scientist (Lisbon/Madrid):

Developer in an internal consulting team.

#### Role Responsibilities:

- Implementation of ETL processes (Alteryx), interpreting the business rules and how correctly reflect them in ETL processes
- Injecting data in Data warehousing solution (SQL). Performance considerations on how to optimize read and write queries.
- Design and develop end to end products (e.g, dashboard in Tableau) while also taking into account performance and user experience

During this time, spent 9 months in Madrid working both for the Lisbon team and closely with the Financial department of the bank, discussing many ETL good practices and implementations

## Ironhack

Lead Teacher - Data & Analytics

outubro de 2020 - maio de 2022 (1 ano 8 meses)

Lisbon, Portugal

- Teacher in the 24 weeks' after-work Data & Analytics course
- Focus on BI and data processing in Python, Statistics and Probabilities and Machine Learning
- Responsible for creating the contents of the course

See the full content of the course in <https://www.ironhack.com/en/data-analytics/lisbon>

## Siemens

Intern

julho de 2015 - agosto de 2015 (2 meses)

Intern at Siemens Portugal

Power and Gas Sector

Automation Systems for Electrical Turbines

## CISV International

International Conference Organizer

agosto de 2014 - agosto de 2014 (1 mês)

Content Faciliator at an NGO International meeting

Conference for 120 people

Organizers: Team of 9 people of all the corners of the world (8 sessions/day during 5 days)

2 US Citizens, 1 Canadian, 1 Norwegian , 1 Argentinian, 2 Germans, 1 New Zealander and me

Role divided into 2 moments in time:

Before: Online meetings focused on dividing roles and setting the goal of the Conference

On site: Sessions (Presentations or Dinamic Workshops) focused on "Youth" and "Sustainable Development"

## CISV International

### National Junior Representative

novembro de 2011 - março de 2014 (2 anos 5 meses)

Two major responsibilities in this role:

#### 1) Organize and engage people at local level

##### - - Responsibilities:

----- Create and implement the organization's year plan, for the youth sector

----- Control the year budget

----- Lead the youth sector throughout the year, content and logistics wise

----- Organize the NGO's youth branch National Meeting

##### - - Skills earned

----- Meeting planning

----- Experience with MS office (Excel and Powerpoint)

----- Contact with company-like environment

----- Responsibility awareness

#### 2) Represent Portugal at the International Level

##### - - Responsibilities

----- Presence in the Regional and International Meeting (European and Global Meeting)

----- "Bring work home": Discuss the organization's issues and communicate those issues back in Portugal

##### - - Skills earned

----- Great sense of globalization

----- Experience in working at an international level

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## Formação acadêmica

### Instituto Superior Técnico

Master in Decision Systems and Automation Engineering · (2015 - 2016)

### Université catholique de Louvain

Master in Decision Systems and Automation Engineering · (2014 - 2015)

### Instituto Superior Técnico

Bachelor in Electrical and Computer Engineering, Electrical and Computer Engineering · (2011 - 2014)

Rødkilde Gymnasium  
High school · (2010 - 2011)