



HERBERT NASCIMENTO

*Business Intelligence | Data Analytics
Business Development*

CONTACT

Watford - UK
herbert.a.nascimento@gmail.com
+44 07458 939033



ADDITIONAL SKILLS

+12 years of experience working with Business Intelligence;

Professional with strong problem solving skills and Results oriented;

Management of projects for sales growth in Latin America and EMEA;

Management projects with limited resources and deadline;

EDUCATIONAL

Anhembi Morumbi
MBA Strategic Business Management

FIPE
Specialization in Econometrics

ESPM
Automotive Retail

UNIB
Graduation in Advertising and Marketing

SIGMOIDAL
Computer Vision & Python

KNOWLEDGE



PROFESSIONAL EXPERIENCE

Medtronic - UK & Ireland

Senior Contract Compliance Analyst | Business Intelligence

2022 – PRESENT

Responsibilities:

- Conducted data cleaning, transformation, and validation using SQL queries
- Utilized Power BI to visualize and communicate findings to executive leadership
- Collaborated with teams to automate reporting processes, reducing manual effort by 80%

Achievement:

- Sales Analysis Dashboard: Developed a Power BI dashboard to track and visualize sales performance, providing real-time insights for sales teams.
- Database Optimization Project: Optimized Snowflake queries and indexes resulting in a 40% reduction in query execution time.



PROFESSIONAL EXPERIENCE

Medtronic - LATAM

Business Intelligence Specialist

2019–2022

Responsibilities:

- Constructed impactful reports to advise Business Units using market insights and product analysis, guiding risk mitigation and performance enhancement strategies.
- Created market maps, identified opportunities, and assessed market share and competitive advantages, developing innovative strategies for the company.
- Developed tools for market analysis, monitoring performance in audited and import markets, ensuring goal achievement.
- Aligned with macro, technological, procedural, and competitive trends, understanding their influence on markets.
- Led cross-functional processes to synchronize data, key assumptions, and outputs.
- Integrated internal and external market research as needed for informed decision-making.

Achievement:

- LATAM Quota Setting for Sales:

Constructed comprehensive reports utilizing Tableau to set sales quotas for the LATAM region. Incorporated market insights and analysis to recommend optimized sales targets, minimizing risk and maximizing performance.

Presented findings and recommendations to the Business Unit and Board for strategic decision-making.

- ROI Analysis of Sales Rep Performance:

Developed and implemented Tableau-based reports to assess Return on Investment (ROI) for sales representatives.

Analyzed team performance metrics, identifying areas for improvement and devising strategies to enhance sales rep effectiveness.

Generated actionable insights, guiding the team towards improved performance and increased ROI.

Bunzl Healthcare - BRAZIL

Product & Marketing Intelligence Manager

2017 - 2018

Responsibilities:

- Strengthened brand and executed successful product launches by strategizing positioning tactics.
- Constructed insightful reports, utilizing market data and product analysis to advise business teams and the Board, minimizing risk and enhancing performance.
- Managed budgeting and forecasting through detailed analysis, aiding the Company and relevant departments.
- Created market maps, identified opportunities, analyzed market share, and crafted innovative strategies leveraging competitive advantages.
- Developed tools for market analysis, tracking performance in audited and import markets, ensuring goal attainment.



PROFESSIONAL EXPERIENCE

Achievement:

- Large-scale Forecast Project - Revolutionizing Buying Process:

Led a transformative forecast project resulting in over 50% increased accuracy in the buying process. Employed data analysis and innovative methodologies to revamp forecasting techniques, significantly improving accuracy and reliability. Implemented cutting-edge strategies, tools, and reporting systems that streamlined the buying process, enhancing efficiency and reducing errors.

Medtronic - LATAM

Business Intelligence Analyst

2014 - 2017

Responsibilities:

- Produced management reports utilizing Tableau for market opportunity mapping and competitive analysis, driving sales growth across Latin American countries.
- Led and mentored two interns during my tenure as an interim manager within the Business Intelligence department.
- Conducted in-depth analyses of the Hospital Market using public data sources, Ministry of Health, DataSUS, ANVISA, clinical protocols, and pricing databases.
- Managed data collection and assessed market potential, analyzing unaudited markets for strategic insights.
- Oversaw Distributors' and Representatives' sales and performance through data consolidation and analysis.
- Proficient in tools like Sigtap, Tabwin, Tabnet, Cnesweb, and Customs Base, leveraging them for comprehensive analysis.
- Created import reports, providing technical analysis of the competition.
- Provided marketing support by generating management reports and delivering presentations for internal and external stakeholders.

Achievement:

- Tableau-based Opportunity Mapping for Sales Enhancement in Latin America:

Utilized Tableau extensively to map and analyze market opportunities across Latin American countries. Identified key areas for sales growth, implementing strategies to capitalize on these opportunities. Led a project team, leveraging Tableau's capabilities to visualize data and recommend actionable insights to increase sales. Successfully guided the team towards increased market penetration and revenue generation in the targeted regions.

PROFESSIONAL EXPERIENCE

Caltabiano/ McLarty Group - Brazil

Business Intelligence Analyst

2009 - 2013

Responsibilities:

- Analyzed Automotive market performance, identifying sales gaps, competitive threats, market opportunities, and operational enhancements.
- Conducted comprehensive market research through briefings, field actions, and result analysis, providing valuable insights.
- Supported new business development by researching and analyzing Marketplace trends.
- Monitored and developed utility development indicators and performance curves for optimization.
- Proficiently created, updated, and consolidated reports from various data sources, facilitating decision-making through data analysis.
- Prepared periodic reports and presentations, delivering performance and marketing insights to sales and after-sales teams.

Achievement:

- Leadership Insight Initiative - Enhancing Automotive Retail Sales:
- Collaborated with the leadership team to create dashboards visualizing sales performance and generating reports with inputs and outputs in automotive retail.
- Utilized Tableau or similar tools to develop dynamic dashboards illustrating sales data and trends.
- Compiled comprehensive reports highlighting areas of improvement and potential sales opportunities within the automotive retail sector.
- Presented findings and actionable insights to the leadership team, facilitating strategic decision-making and enhancing sales strategies for retail operations.