

Ricardo Onohara

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Profile

I am a data professional passionate about using data to solve business issues. I quickly absorb knowledge and build relationships to enhance team engagement in every context I am involved in. My career began in business areas where I consumed large amounts of data, and I later transitioned to the tech field. Now, I serve as a bridge between tech and business, responsible for understanding needs and devising available solutions. I excel at delivering value in complex environments through my problem-solving perspective.

Experience

SEMANTIX | SENIOR DELIVERY MANAGER | JUL 2023 – PRESENT

I am responsible for delivering projects involving the Semantix Data Platform, a proprietary product. In addition to this, I oversee the delivery of Data Science projects.

Aligned with the new strategy at Semantix, I am also tasked with structuring the delivery process for Generative AI projects and testing new products being developed internally in this field.

In the context of data architecture, I serve as an advisor in developing commercial proposals for clients, assessing their needs, and validating the proposals made by the commercial pre-sales team.

Team Size: 20 collaborators (directly)

Tech Stack: Azure / AWS / GCP / Airflow / SQL / Python / PySpark / Spark

NATURA&CO | DATA ANALYTICS MANAGER | APR 2023 – JUL 2023

I was responsible for structuring the FP&A Data Analytics team, focusing on team structure and the development of analytical competencies to enable the area to evolve more independently. The goal was to establish analytical processes and enhance data proficiency related to our data sources.

Additionally, I served as the focal point in LATAM for implementing Oracle EPM as part of a global project involving the team in the UK. In this initiative, I established the development path and validated the deliverables throughout the project.

Team Size: 10 collaborators (directly)

Tech Stack: AWS / SQL / Python / PySpark / Spark / Oracle / SAP

BEEES (AB-INBEV) | SENIOR DATA PROGRAM MANAGER | JUN 2022 – JUL 2023

Initially, my main objective was to assess the maturity level of the Data Engineering, Data Analytics, and Data Science teams to establish a roadmap. During this phase, I needed to reassess the team organization and rethink the implementation of Data Mesh concepts.

After this initial phase, I introduced agile methodologies to enhance our teams' deliverables and defined all the necessary profiles within the Data Program team.

In parallel, we identified all the data domains that needed organization for better governance, directly aligning them with the Product teams' structure. This alignment facilitated improved interaction with our Product peers, ensuring continuous review and alignment. This close collaboration also guided the development of a framework for our data products, from data ingestion to delivery.

Currently, one of our data domains is Behavior Data, which focuses on consolidating all data related to clients/partners, including user tracking (Segment and Braze).

Team Size: 18 collaborators (directly) / 300 collaborators + consultants (indirectly)

Tech Stack: Azure / Databricks / Snowflake / dbt / Airflow / Azure Data Factory / SQL / Python / PySpark / Spark / Segment / Braze / Power BI / Mode

QUINTOANDAR | ANALYTICS ENGINEERING MANAGER | NOV 2021 – JUN 2022

In this context, I led two data squads responsible for all processes related to the customer journey after onboarding. Our main responsibilities included understanding business questions and defining how data would be captured and organized. A key aspect of our work was establishing the data modeling strategy for each data product being developed.

The squads maintained a regular routine with the Data Analytics teams to ensure frequent alignment on priorities and to check the stages of each data product in development.

One squad focused on Customer Experience and Operations topics (e.g., NPS, photoshoots, key deliveries), while the other squad concentrated on day-to-day touchpoints (e.g., contracts, billing).

Team Size: 15 collaborators (directly)

Tech Stack: AWS / Databricks / Trino / Airflow / SQL / Python / PySpark / Spark / Metabase / Looker / Zendesk

NATURA&CO | DATA MIGRATION MANAGER | APR 2021 – NOV 2021

During this time, I was in charge of the Data Migration process, which was part of the enablement of the Commercial Platform developed in-house in partnership with a consultancy firm. The challenge was to define each step of this process and create a framework to be used in every implementation across the countries included in the activation roadmap. This framework included steps for data ingestion from legacy systems, data structuring, and data normalization.

After the platform's go-live, we were also responsible for handling the new data generated and developing the data products delivered as features within it.

Team Size: 2 collaborators (directly) / 20 consultants (directly)

Tech Stack: AWS / Databricks / Talend / SQL / Python / PySpark / Spark / Power BI / Tableau

NATURA&CO | SENIOR DATA ENGINEER (IC) | JAN 2016 – APR 2021

This marked the beginning of my career in IT as I transitioned from business roles to the technical field. Leveraging my knowledge from various business areas, I created numerous data products, such as datamarts, reports, dashboards, and KPIs.

I served as an individual contributor, fulfilling the role of a full-stack data developer. My responsibilities included capturing data, performing data ingestion, transforming data, and creating data products used by various business areas.

The primary business contexts considered were Sales, Operations, and Marketing. My efforts improved regular analysis conducted by each team and enhanced the decision-making process through explainable data.

Marketing data, both online and offline, received special attention. All live campaigns were monitored by the Finance team to calculate benefits, such as audience reach, conversion rates, and ROI.

Tech Stack: Azure / AWS / Databricks / SQL / Python / PySpark / Spark / Power BI / Tableau / SAP

NATURA&CO | FINANCIAL COORDINATOR | FEB 2014 – JAN 2016

NATURA&CO | SENIOR DEMAND PLANNING ANALYST | JUN 2012 – FEB 2014

NATURA&CO | SENIOR PROJECT MANAGEMENT ANALYST | OCT 2011 – JUN 2012

SOCIÉTÉ GÉNÉRALE | SENIOR PROJECT MANAGEMENT ANALYST | APR 2011 – OCT 2011

VIVO (TELEFÓNICA) | STRATEGIC PLANNING ANALYST | OCT 2010 – APR 2011

VOTORANTIM CIMENTOS | COMMERCIAL PLANNING ANALYST | MAY 2010 – OCT 2010

LATAM AIRLINES | PRICING ANALYST | OCT 2009 – MAY 2010

Education

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION | DEC 2009 | MACKENZIE
PRESBYTERIAN UNIVERSITY**

Technical Skills

- AWS
- Agile
- Airflow
- Azure
- Azure Data Factory
- Braze
- Cassandra
- Cosmos DB
- Data Analysis
- Data Governance
- Data Modeling
- Data Science
- Databricks
- Datorama
- dbt
- Jira
- Kafka
- Looker
- Machine Learning
- Metabase
- Mode
- MongoDB
- MySQL
- Oracle
- PostgreSQL
- Power BI
- Project / Program Management
- PySpark
- Python
- RabbitMQ
- ScyllaDB
- Segment
- Snowflake
- Spark
- SQL
- SQL Server
- Tableau
- Talend
- Trino
- Zendesk