Luiz Carlos Pellegrini

Rua dos Franceses, 479 – apt. 32 – São Paulo – SP
Phone. (55 11) 2667-4397 – Mobile. (55 11) 9 9112-0182
e-mail: luizcpellegrini@yahoo.com
Married

Objective : Consulting Director

Summary of qualifications:

Commercial Partner responsible for São Paulo area at Zelum Analítico. The company supports companies to convert huge amounts of highly diverse and complex data into measurable value and benefits through applying science and technology to allow and leverage improved data-driven decisions. The company solutions support several industries like: fraud detection for insurance companies, churn prediction for Telecom and Cable services and Sales forecast for retail in general.

Managing Director at CSC do Brasil responsible for Communication & Content and Financial Services (Insurance business) industries focusing on Telefonica Group and VIVO, OI and Porto Seguro accounts and projects. My regular duties included all account and new opportunities development, since first contacts, opportunity development, technical and commercial proposal delivery and project delivery after winning the opportunity. On project delivery I also focused on new opportunities development, in the same project or a new project in the same client, having great success on both sides, project delivery and new sales.

The projects I could generate in those clients brought revenues ranging from USD 15 to 20 million a year from 2007 to 2012 and I was also in charge for the technical team responsible for project delivery, about 220 consultants.

Besides my regular commercial and industry duties involving my clients, in the last 3 years I also became responsible for Technical Consulting Solution at CSC, which was mainly composed of Software Factory and Testing Factory projects. The Software factory used to work with Java, .Net, and SOA/BPM technologies. The Testing Factory, established for more than five years used to work with market leading tools like Quality Center from HP, including test planning, script definition, test execution and generation of key performance indicators for Integrated Test, Performance Test, Automation Test, and planning and support for User Acceptance Tests.

During this period, leading Technology Solutions, I could participate in several projects for the company in clients like: Petrobras, Vale, Banco Votorantin, Embraer, with the delivery perspective.

For all these activities, industry and solution approach, I was the responsible for the P&L, generating reports, locally and for CSC Global regarding planned, actual and estimated to complete figures. My duties included several meetings with the Corporate Delivery and Risk Assurance division to qualify any new lead, generate and approve technical and commercial proposals and after that to define the commercial conditions and final fees for every deal.

Monthly I was responsible to generate project reports including actual costs, and estimated to complete to control every single change in the proposed margins.

I would like to reinforce that during my career I was able for recover several trouble projects, with different problems and at different phases, bringing them back to the best possible financial figures and, with the best delivery for our clients, doing this I could keep important clients that would otherwise be missed.

I also participated in several projects, always on a leading position in large accounts in solutions like ERP implementation, Business Process Reengineering, Package Selection and Feasibility Studies for Shared Services Center Implementation.

My experience also includes multidisciplinary projects like **PMO, using methodologies certified by the Project Management Institute**. My skills include deep knowledge in several different areas like: Commercial and Financial processes in several industries like Telecom, Chemical, Publishing and Packaging.

Formal education:

➢ MBA at Fundação Armando Alvares Penteado - FAAP
➢ Universidade Estadual Paulista Júlio de Mesquita Filho - Bachelor's Degree - Computer Science
➢ Advance Study Cases at Yale University USA

Relevant experiences:

The results I achieved include:

- **Strong relationship with several departments from VIVO, Telefonica Group, OI, Vale and Porto Seguro, that allowed me to generate about USD 18 million in revenue on the t fiscal year 2012. The key success factor for this was the role I could assume since 2007 when I became the director in charge for these accounts, with full time attention for new opportunities and projects on these clients.**

- **Development of the Banco Santander account that generated almost U$ 1.5 million in 18 months to achieve our goal on Finance Industry for the that year. This project consisted on all IT systems integration from Santander and Banespa, that had been recently acquired at that time. We did the PMO for all systems integration.**

- **Recover VIVO account after 2 years without any project. This restart was possible due to a good strategy of take a small project with strong visibility inside the client; in a short term, we could sell new projects several times bigger than this first one.**

- **Before I entered the consulting industry I was the responsible for the Downsizing of the IT structure of the Food division from Grupo Fenícia, represented at that time by Cia. Indl. E Mercantil Paoletti. During this time, I also implemented the SSA BPCS ERP on the new platform, S-400, adopted by the company.**

- I was the manager in charge of the PMO for Telefonica Celular and Telesp Celular during their migration for new mobile system, SMP. That project included 7 operators and a methodology based on PMI was used to control the project. Each operator contained a program with almost 70 projects and we were responsible for all 9 areas defined on PMI.

- I was the responsible for SAP R/3 implementation at Telefonica Celular in Brazil in all 5 operators they had at that time. My job was to coordinate all phases of the project, since the Project Planning, including the process mapping, and new model definition, until systems configuration, testing, end users training, go live, and support after go live. This project included almost 1.000 users in 5 different States.

- I was in charge, on the study to implement a unified SAP for the Shared Services Center of a huge Telecom company in Brazil. This SSC would be the responsible for the 14 companies of the group in Brazil.

- For a leading book publishing company in Brazil I was the responsible for the Business Reengineering project that included, Finance, Sales, Logistics and costs. During this project I also conducted the ERP selection.

- At Rhodia project I was the responsible for SAP R/3 implementation. This project required special attention on the training phase, which include more that 1.000 users that should be trained in less than 2 months and the support post go live. During this project I also participated for the Business Process Reengineering phase as a consultant of SAP practices.

- Still at Rhodia group I coordinated the SAP R/3 implementation on his Animal Nutrition division. This project was based on a business model that was developed during the project with the French team.

- I was the manager in charge of the SAP R/3 implementation in large international packaging company. I acted as the manager of the Business Process Reengineering phase previously to the R/3 implementation. During this project the project teams from Brazil, USA and Europe developed the business model simultaneously considering common Chart of Accounts, Bill of Material, Costs structure and so on.

Professional experience:

Zelum Analítico   **from Jul 2015 until May 2016**

Zelum Analítico is a start-up enterprise resultant from an encounter of people that put together entrepreneurship and academic competencies combined with practical and theoretical knowledge to build and run a company to provide Data Science based services in a simple, easy and accessible way.

The result of this initiative is a business that supports companies to convert huge amounts of highly diverse and complex data into measurable value and benefits through applying science and technology to allow and leverage improved data-driven decisions.

I work as a Commercial Partner responsible for São Paulo area and my main activity is business development during the whole Sales lifecycle.

CSC Brasil S/A   **from Aug 2009 until Jul 2012**

I worked as the Managing Director in charge for Communications & Content and Financial Services (Insurance business) including Telefoncia Group, with VIVO, OI and Porto Seguro in my portfolio of clients.

My main activities were business development and account management for theses clients, but in the last 3 years I also became responsible for Technology Consulting Solutions from CSC Brasil, leading about 220 consultants and about 50% of CSC Brasil Revenue for this period.

During this time besides my regular clients from Telecom and Financial Services I also worked, by the solution perspective with the main clients from the company, like: Petrobras, Vale, Banco Votorantin, Embraer and National Treasury Department from Brazilian Government.

BearingPoint Ltda   **from Aug 2002 until Aug 2009**

During this period, I worked as Managing Director and previously as a Senior Manager in charge of clients like VIVO and Telefonica and for some time I also worked with some Financial Services clients like Banco Santander and Visa Group.

My focus during this time was on account management, with activities ranging from selling to delivery phases following the organizational model that BearingPoint had at that time.

Arthur Andersen Business Consulting Ltda.   **from Aug 1998, thru Aug 2002**

I used to work as a senior manager and the SAP practice technical leader in Brazil, during this time I was involved with all SAP projects from sale thru delivery. For 3 years I was the responsible for the company biggest projects in Brazil at Telefonica. I also worked with solutions like: systems implementation, PMO, feasibility studies, business process reengineering, Shared Services Center Business Case and Support for implementation in companies like: Grupo Telefonica, Grupo Rhodia, Embratel, Grupo Ipiranga.

Coopers & Lybrand Consultores S/C Ltda.   **from Oct 1994 thru Aug 1998**

I started at C&L as a senior consultant, and after some time I was promoted to a manager position. At C&L I worked with big companies, always acting on leading positions. I worked with several solutions like, Business Process Reengineering, Package Selection and System Implementation in clients like Grupo Abril, the leading publishing company in Brazil and Grupo Rhodia, a company from the Rhone-Poulenc Group from France.

Grupo Fenícia   **from Sep 1989 thru Jun 1994**

In this company my job was always related to the Food division of the Group, at that time represented by Cia. Indl. E Mercantil Paoletti and Ernesto Neugebauer. I was hired as a senior analyst and in a short time I could reach the positions of coordinator of systems developments and after some more time I was promoted to the CIO position. During this time, I was the responsible for the Downsizing of the company, using the S-400 platform and I was responsible for the SSA – BPCS ERP implementation.

Banco Safra   **from   Mar 1983 thru Jan 1988**

My career at Information Technology started at Banco Safra, I was hired as a trainee and I was a senior programmer by the time I left the Bank. During this time I have worked with systems developments and maintenance, in special for Private papers, clients database and Bank compensation systems.

Languages:

- ➢ English – fluent
- ➢ Spanish – intermediate level

Another professional courses:

- ➢ Advance Study Cases at Yale University USA
- ➢ Advanced Study Cases – Arthur Andersen USA
- ➢ Project Management – Dinsmore e Associados
- ➢ Digital Marketing – 4 out of 6 courses from Coursera specialization – University at Illinois
- ➢ Data Science – 8 out of 9 courses from Coursera specialization – University Johns Hopkins
- ➢ Machine Learning – 4 out of 6 courses from Coursera specialization – University of Washington
- ➢ Model Thinking – Coursera – University of Michigan
- ➢ Financial Markets – Coursera – Yale University
- ➢ Statistical Learning – Stanford University
- ➢ Selling techniques - BearingPoint
- ➢ Development of commercial skills – BearingPoint
- ➢ Proposal presentation techniques – BearingPoint