

SEBASTIÃO FREITAS

21 9-9952-1300

sebastiao.freitas@gmail.com

Certified Scrum Master | Master in Project Management | MBA

www.linkedin.com/in/sebastiaofreitas

OBJECTIVES

Project Manager | Business / Requisite Analyst | Product Owner
| Scrum Master

PROFILE

I am IT professional with more than 20 years of experience in project management, business and requirements analysis, business process analysis, and team management. I am Certified Scrum Master, customer and business oriented, innovation mind set, always focused on intelligent and innovative solutions. Enthusiast of people-centric technologies, which favour continuous and high-value-added deliveries. Mediator profile, ability to cope with challenges, to work in team and willingness to contribute and learn.

SKILLS

- Software Project Management
- Business and Requirements Analysis
- Business Process Analysis
- Team Management
- Customer Service
- Software Supplier Management
- Interpersonal Relationship
- Group Discussions Facilitation
- Scrum, Kanban, Design Thinking, Lean
- User Experience (UX), Management 3.0
- UML
- Data Modelling
- COBIT, ITIL
- Bizagi, Jira, Trello
- MS Visio, MS Project, MS Office
- System Architect

EXPERIENCE

SENIOR BUSINESS PROCESS CONSULTANT

LexisNexis

November / 2019 - current

Alignment among INPI business areas and LN / ReedTech systems development.

Identification of opportunities or problems of the client. Mapping of technical and business requirements for workflow management systems development, development of new industrial property management systems and patent granting, and integration with the client's current legacy systems.

Organizational context analysis, understanding of existing problems, business process analysis, elicitation of requirements, and preparation of solution proposals, preparation of business cases.

Proposition of recommendations, and solutions for event oriented system architecture - Event Sourcing Pattern / CQRS, business process environment / workflow management system - Bisagi / Appian, system development environment, cloud computing and database.

Proposition of recommendations for system development SLA. Project delivery plan proposal (backlog prioritization).

INDEPENDENT ENTREPRENEUR

Several Business

| July / 2012 - current

Since 2012 I manage some real estate. In 2013 I founded a photographic studio: The Sebastião Freitas Studio: Fashion and Portrait Photography. In 2017 I invested in a taxi for rent. In 2018 I entered into society in a burger.

PROJECT MANAGER

BRQ IT Services

| July / 2011 – May / 2012

Project management, one of which using agile Scrum and Kanban methods

Preparation of technical proposals, and responses to government competition notices

Pre-sale activities

TECHNICAL MANAGER

Bradesco Seguros e Previdência

| August / 2006 - May / 2011

Project management in Java/Oracle for the Superintendence of Governance & Relationship, Superintendence of Technical Support, for the Financial, and Marketing directorates, and for the business areas Auto and Elementary Branches insurance production, among others. Management of Business Intelligence (BI) projects in MicroStrategy/Oracle/PowerCenter for Bradesco Life & Pension.

Coordination of support teams of transactional legacy systems in COBOL/DB2 for several corporate areas and for exchanging information area with Banco Bradesco. Management of business analysts teams for

the specification of functional and non-functional requirements. with use of UML, prototyping, brainstorm and interviews with users.

Highlights: DW Life and Pension Plan, DBMs Broker and Elementary Branches, Broker Bonus Plan, Outstanding Production and Sale More Earn More campaigns, as well as the performance in various mergers, acquisitions and incorporations of banks and insurers acquired by the group.

SR. BUSINESS ANALYST

CPM / Braxis

| September / 2001 - July / 2006

Interface between the IT area and the business or corporate areas of Bradesco Insurance and Pensions, as the board of Production Auto/ Elementary Branches Massified, well as Bradesco Health board of directors, and the Bank Bradesco's business technology department.

Needs Specification, functional and non-functional requirements elicitation, with the use of prototyping, brainstorm, JAD workshops, and interviews with users. Proposal of redesign and suggestion of improvements in business processes.

Documentation of the needs using case tools, use cases, and artefacts in general.

Management of demands and changes of scope. Quality control and approval of artifacts by stakeholders.

Attendance to several corporate areas of Bradesco Insurance and Pension, such as the Superintendence of Marketing, and HR.

Highlights: Bradesco Seguros and Previdência single card, the production management system by sales channel, the customer profitability assessment system, as well as several systems for the determination of marketing campaigns.

CONSULTANT

Choice Technologies

| July / 2001– September / 2001

Development of OLAP and OLTP analysis for the holding of ALGAR S/A knowledge Portal with information from the Financial Data Warehouse and the GED environment.

PROJECT MANAGER

(LOCALIZATION MANAGER)

Simultrans

| June / 2000 – April / 2001

Management of international translation projects (localization) for the customers HP, Creative Labs, Genesis, Quantum, Logica Aldiscon, PSDI, Right Works, Efficient Networks, among others.

PRODUCT CONSULTANT

(SR. BUSINESS ANALYST)

Insurance Software Developers do Brasil – ISD

| November / 1999 – June / 2000

Preparation of business specifications, requirements gathering, testing activities and implementation of the general insurance system at Icatu-Hartford. Interface between ISD and ICATU-Hartford insurer. Monitoring the use of the system, new developments and customizations

EXPERIENCE IN TEACHING

GUEST LECTURER

Univ. Cândido Mendes / Projeto AVM

| June / 2000 – April / 2001

Teaching of disciplines sales Marketing & consumption and Marketing of products & prices for the postgraduate course in Marketing.

Teaching of disciplines Marketing theory and information management for postgraduate courses in strategic management and post-graduation in management by Total quality respectively.

Teaching of IT Management Discipline for the postgraduate course in informatics in education.

EXPERIENCE IN VOLUNTEERING

AGILIST

Knowledge 21

| agosto / 2019 – agosto / 2019

Volunteer consultancy in innovation using Scrum, Kanban and agile artefacts, during which several products were developed for the NGO Remanso Fraterno / RJ, with mentoring Extreme Value-Driven Coaching (EVDnC) of the Knowledge 21 team.

EDUCATION

SPECIALIZATION – MASTER IN
PROJECT MANAGEMENT

SENAI / PMI – RJ / Project Lab

| 2006

MBA – TOTAL QUALITY
MANAGEMENT

Universidade Cândido do Mendes

| 2000

POSTGRADUATE – MARKETING
GRADUATION – TECHNOLOGIST
IN DATA PROCESSING

Universidade Cândido do Mendes

| 1998

Pontifícia Universidade Católica – RJ

| 1988

CERTIFICATIONS

CERTIFIED SCRUM MASTER	Scrum Alliance / Knowledge 21 Certificant ID: 000933768 Certification Expires: 10 May 2021	May / 2019
DESIGN THINKING FOR INNOVATION	Darden School of Business, University of Virginia / Coursera CertTifiction ID: 6XERWZPMUGHG	2017
SCRUM FUNDAMENTALS CERTIFIED	SCRUMstudy - Accreditation Body for Scrum and Agile Certificant ID: 585493 Certification Expires: July 2020	2017
INTRODUCTION TO USER EXPERIENCE (UX)	Georgia Technology Institute / Coursera Cert. ID: XA24SYETRQAF	2016

OTHER COURSES

ACADEMY K21 – DEVELOPER	NextGen Academy / UDEmy	August / 2019
DEVOPS ESSENTIALS	4Linux	2019
GO AGILE WITH JIRA	Atlassian University (Free Training)	2019
WHAT'S JIRA	Atlassian University (Free Training)	2019
INTRODUCTION TO SCRUM & KANBAN BOARDS	Atlassian University (Free Training)	2019
FACILITATING GROUP DISCUSSIONS	UK Open University	2019
IT GOVERNANCE FUNDAMENTALS	Fundação Bradesco	2019
DEMYSTIFYING BPM AGILE	Estia Training / UDEmy	2017
KANBAN FOR SOFTWARE TEAMS	iZenBridge	2017
PROCESS MODELLING	Bizagi eLearning	2017
INTRODUCTION TO USER EXPERIENCE	Michigan University / EDX	2017
BALANCE SCORECARD	FGV Online	2014
ENTREPRENEURSHIP	SEBRAE	2013
BUSINESS PROCESS MANAGEMENT	Training Educ. Services	2011
BUSINESS ANALYSIS	Training Educ. Services	2011
LEARNING BY SKILLS DEVELOPMENT	SENAC	2001
TOTAL QUALITY MANAGEMENT	INOVAR Consultoria	1997
ISO 9000	INOVAR Consultoria	1997
INTRODUCTION TO COMPUTER GRAPHICS	Inst. de Matemática Pura e Aplicada	1995
COMPUTATIONAL GEOMETRY	Inst. de Matemática Pura e Aplicada	1995
EXPERT SYSTEMS (A.I.)	PUC – RJ / DATAPREV	1987

AWARDS & PUBLICATIONS

AWARD
Value Award in Project management
SENAI - RJ / PMI - RJ / Jornal Valor Econômico, março / 2006
Case study: Learning from Mistakes – Lessons Learned in scope, risk and procurement management.

SPEECH
Marketing & Total Quality: Two closely related management models
Univ. Cândido Mendes - julho / 2001.
Presented for distance postgraduate courses.

PUBLICATIONS
Change Management: From the Topus Uranos to the Autopoietic Organization. The evolution of Business thinking
Univ. Cândido Mendes, 1999, Presented to the Total Quality Management MBA.

Quality in the development of information systems – theory, model and practice.
Univ. Cândido Mendes, 1999, Presented to the Total Quality Management MBA.

Endomarketing: Motivational Tool for the Participatory Organization of Work in Companies Oriented to the Toata Quality Management.

Univ. Cândido Mendes, 1998, Presented to the Total Quality Management MBA.

HOBBIES

PHOTOGRAPHY
Fashion and Portrait photographer in the Sebastião Freitas Photographic Studio. Portfolio in www.sebastiaofreitas.com.

TRAVELS

Brasil: highlights to Península de Maraú, Chapada Diamantina e Boipeba

Europa: France, Spain, Italy, and Switzerland

América Latina: Argentina, Chile and Bolivia