**Pedro Souza**

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**VICE PRESIDENT, CHIEF INFORMATION OFFICER**

Progressive leader with 20+ years’ experience leading strategic digital and technology transformation in the US continent and overseas. A leader who multitasks, prioritizes, and manage time and teams efficiently, strategic thinker and tactical technician/player-coach, who inspires teams with a common vision. Builds consensus and team focus around multiple strategies and ideas. Strong digital acumen, experience in design, and business transformation experience across multiple functional teams. Proven passion for the design and implementation and enhancement of the digital customer journey. In depth understanding of integration from front-end interfaces down to back-end systems using APIs and other middleware capabilities. Experience with Salesforce and other CRM implementations as well as in depth analytics experience. Demonstrated success executing transformational projects from opportunity identification, future state process mapping, all the way through post implementation. Demonstrated experience in partnering, leading and managing teams and organizations through digital change, inspiring through strong communication of a clear vision. Engaging, collaborative and determined leadership to ensure a positive digital experience for our clients and team members. Value deeply customer input and needs with a distinct ability to uncover and understand customer pain points, define solutions to those pain points, and then bring those solutions to life. Creates a culture of collaboration where team members provide insights for continued product/process improvement.

Project Management Skills Scrum Master

Excellent communication and interpersonal skills Customer Journey Design

Strong analytical skills Large-Scale Transformation / Reengineering

Self-motivated and self-starter Expense Management

Agile Development Product Owner Experience Digital Transformation Strategy

English, Spanish, Portuguese Multiple Prog languages (C,C++,SLQ, etc.)

**Visa Inc., May 2014 – Present**

**Vice President Global Customer Assistance Services**: Lead global operations of VISA’s customer care unit that delivers emergency travel services to customers everywhere VISA is accepted, ensuring exceptional customer experience. Develop departmental global strategy for business growth, incremental efficiencies and improved customer satisfaction. Lead transformation and innovation of area processes and CRM tools as well the introduction of digital channels and new products and services.

* Using customer survey and market trends data, developed digital emergency services strategy and a clear implementation roadmap, which empowers customers and financial institutions with self-service alternatives and digital channels.
* Developed CRM APIs for integration to VISA’s developer payment ecosystem, which allows financial institutions and FinTech companies to use travel emergency services on mobile apps following the same model as Google maps.
* Developed new services for digital wallet activation (i.e., ApplePay) from product design, pricing, employee training, all the way through implementation.
* Reengineered key service fulfillment processes & tools driving reduction in expenses resulting in 10% increase in margin and increased employee engagement due to simplified processes and fairer workload distribution.

**CITIBANK, January 2006 – April 2014**

**Credit Cards Chief Technology Officer:** Lead project managers, production support, and cards subject matter experts located in multiple Latin American countries and the U.S. in the maintenance and enhancement of the technology stack. (Three-tier architecture, service front-ends, and Oracle/DB2/VSAM database infrastructure. WebSphere application server, ZOS mainframe, and through WebSphere MQ Java, Visual Basic, and Cobol languages). Lead application development for continuous product enhancements while maintaining architecture and software release efficiency to ensure application economy and resulting cost avoidance. Serve as executive program manager for two releases per year, from requirements gathering through implementation, and provide top-level support of technical issues.

* Slashed e-commerce credit card fraud by 90% without affecting the customer experience. Implemented a risk engine connected to a global fraud network that stopped fraud without requiring further customer authentication
* Program Director for the convergence of 6MM credit card accounts from our Mexico consumer business to our standard credit card platform, using agile and waterfall approaches, building consensus and collaboration across multiple functional teams.
* Optimized release processes to deliver consistent on time and on-budget releases for three years. Implemented new product backlog prioritization process, favoring high return, low-cost initiatives and enabling resource pool sharing.

**CITIBANK, January 2000 – December 2005**

**Contact Center Chief Technology Officer:** Designed Contact Center technology strategy and executed it across the enterprise affecting of 1,000 users in 20 countries. Delivered continuous improvement of the customer experience while decreasing unit costs. Managed vendor contracts/relationships in the support of call center complaint management system and interactive voice response (IVR) for customer self-service system. Defined architecture, standards, and guidelines directing Call Center technology, operations, and business partner relationships. Led multiple critical initiatives including deployment of a CRM application, operations consolidation, blueprint design for contact center systems and applications managing computer telephony integration (CTI), interactive voice response units (IVR), and customer complaint functions.

* Contributed to the realization of $1.5 million+ in cost savings through the consolidation of contact center operations from 20 countries into three hubs based in Argentina, Brazil, and Columbia. Identified and deployed self-service and resources-saving technologies and systems including voice-response self-service, complaint management, and email management systems.
* Drove an 80% increase in IVR utilization for consumer customers and 65% for corporate customers in the selection and standardized implementation of a revolutionary, dynamic call-tree based unit that adapted responses based on customer product sets and financial status.
* Delivered a 70% improvement in customer request/complaint resolution time through deployment of a standard complaint/service request management system

**EDUCATION**

**Bachelor of Business Administration, UNIVERSITY OF ECONOMY AND FINANCES, Rio de Janeiro, Brazil 1988-1992**

**Select Certification and Training**

* Intermediate Concepts of CMMI Version 1.2 (2010)
* Scrum Master Certification, Winnow Management (2010)
* Acquisition and Service Supplement for CMMI v1.2, Software Engineering Institute (2010)
* Web Application Development for the Enterprise, DCI (2000)
* Managing Projects in Organizations, University of Management and Technology - Dr. J. Davidson Frame (1998)
* Software Project Management, The George Washington University (1997)
* Introduction to the Capability Maturity Model, Software Engineering Institute (1997)