



TEAM OVERVIEW



Our Team



Bernardo Garcia

Managing Partner

Previous Experience



PATRIA

In partnership with **Blackstone**



Bernardo is a **Founding Partner at Shift Capital** and a **member of the Investment Committee**. He has been deeply involved in building and scaling portfolio companies across Brazil's lower middle market, often stepping into operational roles. Before Shift became an institutional fund manager, he **operated Shift's master franchise of Bluefit in Brazil's Midwest**, leading its rapid expansion to the creation of Bluefit's largest regional operation (from 0 to 15 gyms in three years). **In 2022, he assumed the role of CEO of Atlas Agro**, driving its transformation into Brazil's leading specialty grains platform and taking it from R\$ 70m in revenue to over R\$ 450m. He also serves as Chairman of Atlas Agro and sits on the boards of TerraMagna and other portfolio companies.

Prior to founding Shift, Bernardo **worked at Patria Investimentos**, focusing on healthcare and food & beverage private equity investments, and at **Cypress Associates**, where he advised M&A transactions such as the sale of Fbits to Locaweb and CSE Mecânica to Aker Solutions. Early in Shift's trajectory, he also served as interim CFO in two portfolio companies, further shaping his hands-on approach.

Drawing on these operational experiences, **Bernardo plays a fundamental role in advising Shift's entrepreneurs**, helping them navigate growth challenges with the perspective of someone who has been in the operator's seat. He holds a **degree in Business Administration** from Fundação Getulio Vargas (FGV).

Relevant Deal
Experience





Our Team



Fernando Jamra

Managing Partner

Previous Experience



Fernando is a **Founding Partner at Shift Capital** and serves as the firm's **Chief Investment Officer and member of the Investment Committee**. He leads the investment team and oversees the full deal cycle, from sourcing and analysis to structuring, monitoring, and exit, ensuring rigor, discipline, and consistency across all investments.

At Shift, Fernando has been instrumental in **shaping the firm's strategy and portfolio construction**, while also supporting entrepreneurs through board roles at Atlas Agro, Skelt, Regeera, Acquion, and Zerezes. His focus is on applying **sharp analysis, governance discipline, and structured processes** to help companies scale and to execute successful divestments, drawing on his extensive M&A experience.

Prior to founding Shift, Fernando worked in the **M&A division of Credit Suisse Hedging-Griffo**, where he led several middle-market transactions in the tech, food & beverage, and consumer retail sectors, including Rextur Advance's sale to CVC Corp, Ação Informática's sale to Ingram Micro, and General Water's capital raise with LGT Investment.

He holds a **degree in Business Administration** from Fundação Getulio Vargas (FGV) and attended **Mannheim University in Germany**. During his time at FGV, Fernando founded and presided over the **FGV Finance Club**, one of Brazil's leading student finance organizations.

Relevant Deal
Experience

zerezes

regeera

skelt
BEAUTY BRANDS

ACQUION
FOOD TECH

rexturadvance
simplifica a viagem

ACÇÃO
INFORMÁTICA

GENERAL WATER



Our Team



João Paulo Maia, CGA

Managing Partner

Previous Experience



[Click here to see the Forbes Under 30 list](#)

João is a **Founding Partner** at Shift Capital and a member of the **Investment Committee**. He has **extensive experience** leading companies through restructuring and accelerated growth, often stepping in as CEO during critical transitions.

At Shift, João operated the firm's master franchise of Bluefit before its merger with the holding company. In 2022, he became **CEO of Bluefit**, leading the company's restructuring and a fast growth cycle that **more than doubled revenues** in less than three years, reaching close to R\$700m by 2025. He also structured the transaction that brought Mubadala as the company's new controlling shareholder in 2023, while continuing as CEO until early 2025. **Under his leadership, Bluefit became Brazil's #2 gym chain with a fully built C-level team and a strong growth trajectory.** João has since assumed the role of CEO of Acquion, where he is leading a similar process of restructuring and scaling.

Beyond his direct operating roles, João plays a fundamental role in advising other Shift portfolio founders, bringing his transaction expertise to support capital raises, strategic partnerships, and exit processes.

Prior to founding Shift, João **worked in the Investment Banking division of Bank of America Merrill Lynch**, advising on M&A, ECM and DCM across fitness, food, and consumer sectors. He advised landmark transactions for companies such as Hermes Pardini, Camil, Caixa Econômica, and Carrefour Brasil.

He holds a degree in Business Administration from Fundação Getulio Vargas (FGV-EAESP) and is a CGA charterholder.

Relevant Deal Experience





Our Team



Henrique Joppert, CGE

Senior Partner

Previous Experience



Henrique is a **Partner at Shift Capital** and part of the firm's **second generation of leadership**, having joined the team early in his career and grown into a key role across investments and operations. He is also a member of the Investment Committee.

At Shift, Henrique has played an **active role in investment execution and portfolio support**. He currently serves on the Board and as **CFO of Regera**, leading the company's financial restructuring and **governance build-up**, and has been directly involved in other portfolio projects, including Kovi. His trajectory at Shift **reflects the firm's culture of developing talent internally and embedding partners in operational roles to sharpen their investment perspective**.

Prior to Shift, Henrique **worked in Equity Research in the Global Emerging Markets division at Aberdeen Standard Investments**, where he covered consumer and retail companies.

He holds a degree in Business Administration from Fundação Getulio Vargas (FGV), attended HEC Paris, and is a CGE charterholder.

Relevant Deal
Experience



Our Team

abastos@spectrainvest.com



**Felipe Tokarski, CGE,
CGA**
Senior Partner

Previous Experience



PATRIA

In partnership with Blackstone



Felipe is a **Partner at Shift Capital** and a **member of the Investment Committee**. He joined in 2022 as part of the firm's **second generation of partners** and focuses on investment analysis, structuring, and value creation.

At Shift, Felipe contributed to the structuring and execution of the **merger between Shift Fitness and Bluefit**. He serves on the **boards of TerraMagna and Paketá**, where he supports founders on financial structuring, governance, and strategic relationships, drawing on both his investing background and prior operating experience in fintech.

Before Shift, Felipe worked on the **private-equity team at Patria Investimentos**, participating in acquisitions and value-creation initiatives, including Alliar's M&A and IPO. He later **founded, operated, and exited BeOn Invest**, a quantitative-solutions fintech for Brazilian capital markets.

Felipe holds a **degree in Business Administration** from Fundação Getulio Vargas and studied at the University of California. He is a CGE and CGA charterholder.

Relevant Deal
Experience



Paketá

bluefit
A SUA ACADEMIA



Our Team



Mauricio Grin

Senior Partner

Previous Experience



Maurício is a **Partner at Shift Capital** and a member of the Investment Committee. Part of the firm's **second generation of partners**, he combines analytical rigor with commercial execution, working closely with founders on business development and go-to-market.

At Shift, Maurício has recently **stepped into an operational role at Acquion**, leading strategic and **commercial workstreams** such as partnerships, pricing, pipeline design and sales operations during the company's restructuring and scale-up. He also serves Zerezes' board.

Before joining Shift, Maurício worked in commercial and marketing roles at Roots to Go and Pink Farms, experiences that shaped his hands-on, data-driven approach to growth.

Maurício holds a degree in Business Administration from Fundação Getulio Vargas.

Relevant Deal
Experience



zerezes



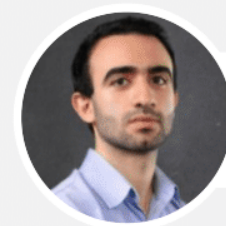
Our Team



Gabriel Curcio

Partner

Previous Experience



André Arida

Partner



Gabriel is a **Partner at Shift Capital** focused on investment analysis, deal execution, and value creation.

At Shift, he **has taken on hands-on projects across the portfolio**. Most recently, he stepped into operations at Acquion, leading financial structuring and creditor renegotiations during the company's restructuring and scale-up. He also supported Bluefit on the ground during the consolidation phase following Shift Fitness's merger with the holding company.

Previously, Gabriel worked in corporate restructuring consulting, experience that complements his analytical work with a practical view on cash, governance, and turnaround levers. He serves as a **board observer at Skelt Beauty Brands** and supports commercial and finance workstreams for consumer and retail investments, including capital structure and funding processes.

Gabriel holds a degree in Business Administration from Fundação Getulio Vargas (FGV).

André is a **Partner at Shift Capital** focused on investment analysis and hands-on company building. He is currently embedded at Atlas Agro, helping structure the business for scale. His work includes financial planning and reporting, KPIs and dashboards, pricing and margin discipline, working-capital routines, and process and systems improvements across operations and commercial.

Before Shift, André worked in M&A at Seneca Evercore, where he executed several middle-market transactions.

André holds a degree in Business Administration from Fundação Getulio Vargas (FGV).

Relevant Deal
Experience

