

EDUARDO PEZZI

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PROFESSIONAL PROFILE

HIGHLIGHTS OF QUALIFICATIONS

- ⇒ 10+ years of experience in commercial operations management in the fast-paced retail and financial industry.
- ⇒ Remarkable performance in the post-grad Blockchain Development Program At George Brown, earning the Student Citizenship Award for active engagement in the blockchain community and the above-and-beyond efforts to represent and support, your fellow classmates.
- ⇒ Experience in product management and customer journey, contributing and delivering successful lifecycle, engagement and loyalty customer programs projects, summing more than CAD\$ 1 million project worth.
- ⇒ Outstanding ability to solve problems, having a holistic approach to conflicts, and challenges to understand and discuss first and then deliver a solution, having a high approval rate from my teams.
- ⇒ Well-developed communication and presentation skills by leading and advocating and aligning business vision and strategic planning for diverse stakeholders' mix. Used to report business and commercials results.

TECHNICAL SKILLS

- ⇒ Ethereum and Hyperledger Fabric Blockchain projects developed using HTML, CSS, JavaScript, Express, Node.JS, Express, React, and Solidity.
- ⇒ Project skills in PMBOK, SCRUM and agile methodologies.
- ⇒ Setup Blockchain development environment using Truffle, Ganache and Mocha framework.
- ⇒ Familiar with DevOps approach: Docker, Jenkins, GitHub, and Firebase.
- ⇒ Multilingual: fluent in English and Portuguese.

Personal Projects:

- ⇒ Digital Signature system using cryptography primitives to create a verifiable digital signature in digital documents, blockchain to make information immutable and peer-to-peer network to store documents in a distributed store file system (IPFS).

PROFESSIONAL EXPERIENCE

Ideation Consultancy – Brazil

2016 – 2019

Ideation is a consulting company that I helped to found. It started with a couple of clients and was focused on business strategy and project development. Very detail-orientated, I contributed with my retail and technology expertise to deliver successful strategies to our clients grow.

Consultant (2016 – 2019)

- ⇒ Focused on identifying opportunities to business growth and innovation, using design, lean methodologies, and digital approach.
- ⇒ Participated in Digital Transformation Committee from the American Chamber of commerce (AmCham-Brazil) to discuss new digital technology breakthroughs applied to businesses.
- ⇒ Developed user experience (UX) research for a new Sales Platform solution which was successfully deployed with high adoption to more than 300 salesmen.
- ⇒ Supported startups, small ventures, incubators and accelerators with market and innovation research, proposing a solution for business challenges.

Sinosserra Group – Brazil

2000 – 2015

The Sinosserra Group is the largest car dealers' group in south Brazil (Chevrolet, Volkswagen, and JEEP dealers' stores), as well as a financial branch. For ten years, I was part of the commercial leadership, helping the company make a consistent revenue and profit growth, closing 2014 with more than CAD\$550M of revenue.

Sales Operations Manager (2010 – 2015)

- ⇒ Developed innovative sales operations projects with the large-scale change, such as digitalizing and integrating sales processes, creating standard policies and reducing overhead costs centralizing processes, increased company revenue by 20% and the company's profitability.
- ⇒ Developed customer pocket share concept in the company, creating different approaches to increase the number of products acquired per customer, resulting in an 11% growth in the average product purchase.
- ⇒ Coordinated multiple bands' partnerships and strategies to deliver a complete portfolio for customer's lifecycle.
- ⇒ Responsible for foster suppliers and partner relationships, and supervise supply chain operations to optimize inventories and meet demand levels.
- ⇒ Monitored market data to assist the company's decision making, prioritize budget, and educate the team.

Car Dealership Manager (2005 -2010)

- ⇒ Planned and executed in-store promotional actions to promote sales, folding in 3 times the store revenue in less than 4 years.
- ⇒ Accountable for sales, mechanical services and auto parts departments of one store.
- ⇒ Coordinated salesforce and developed motivational campaigns and sales meetings.
- ⇒ Responsible for compliance and budget planning.
- ⇒ Developed regional brand awareness, interacting with cities' associations and creating a social-environmental movement.

Trainee at Sinosserra Group (2000 - 2005)

- ⇒ Worked in a variety of operational and administrative roles, building a solid foundation for business skills.
- ⇒ Learned in a dynamic environment how to adapt and deal with challenges.
- ⇒ Led a project to expand B2B fleet sales department, which increased from 20 vehicles to more than 100 per month by this channel

EDUCATION HISTORY

Post-Graduation in Blockchain Development

George Brown College (Toronto - CA)

September 2019 - present

IDP Entrepreneurship Extension Course

University of California Berkeley (Berkeley - US)

September 2015 – December 2015

MBA Information Technology Administration

UNISINOS University (Brazil)

Pending

Bachelor's Degree in Business Administration

FEEVALE University (Novo Hamburgo - Brazil)

March 2000 – July 2005

ADDITIONAL TRAINING AND CERTIFICATION

Ethereum and Solidity: The Complete Developer's Guide – Udemy (Online)

Cross-Cultural Business Communication Program (Toronto – CA)

Course "Big Data and Social Analytics" – MIT SA+P (US)

Course of Project Management – PM tech (Porto Alegre - BR)

Certification of Sprint Master - Service Design Sprint (Porto Alegre - BR)

Leading is maintaining a culture of services – Disney Institute (Orlando - US)