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| Ricardo OnoharaSenior Data Program Manager | [onohararicardo@gmail.com](mailto:onohararicardo@gmail.com) • +55 11 99395-8790• São Paulo, Brazil |
| I'm a professional who is thrilled about data usage and focused on solving business issues, always trying to absorb knowledge quickly and creating relationships to boost teams engagement in each context I'm inserted in. | |
| Professional Experience | |
| BEES (AB-InBev), Brazil - RemoteSenior Data Program Manager | June 2022 — Present |
| In the beginning, my main objective was focused on identifying the maturity level of the Data Engineering team and the Data Analytics and Data Science team and then being able to start putting a roadmap in place. At that moment, I needed to reassess the way the teams were organized and rethink how to re-implement the Data Mesh concepts.  After this initial phase, I started to bring the agile methodologies to leverage our teams' deliverables and also defined all the profiles needed within the Data Program team.  In parallel, we defined all the data domains necessary to be organized in a more governed way and also directly related to the Product teams' structure. This definition enabled the way we interact with our Product peers, guaranteeing an alignment that is constantly reviewed. This proximity also directed the definition of a framework to develop our data products, from data ingestion to delivery.  At this moment, one of the data domains here is Behavior Data which is focused on consolidating all data related to the client/partner, considering user tracking (Segment and Braze) and media performance (Google Ads, Facebook Ads, etc.).  Online media performance has been one main focus of ours because we're accelerating our strategy not only to get recognition from our clients and partners but also to get the BEES brand well-known by the end customers. For that, we're using Datorama aiming to have a single source of truth for Marketing Data and be able to measure the impacts generated.  **Team Size:** *18 collaborators (directly) / 300 collaborators + consultants (indirectly)*  **Tech Stack:** *Azure / Databricks / Snowflake / dbt / Airflow / Azure Data Factory / SQL / Python / PySpark / Spark / Datorama / Segment / Braze / Power BI / Mode* | |
| QuintoAndar, Brazil - RemoteAnalytics Engineering Manager | November 2021 — June 2022 |
| In this context, I led two data squads responsible for all the processes related to the customer journey after the onboarding. The main responsibilities were focused on understanding the business questions and then starting to define how the data would be captured and organized. One key definition on our side was related to the data modeling strategy we were going to put in place for each data product being developed.  The squads had a regular routine with the Data Analytics teams to establish a frequent alignment regarding the priorities and also a checkpoint of the stages of each data product in development.  One squad was focused on Customer Experience and Operations subjects (e.g., NPS, photoshooting, keys delivery, etc.) and the other one was focused on day-to-day touchpoints (e.g., contracts, billing, etc.).  **Team Size:** *15 collaborators (directly)*  **Tech Stack:** *AWS / Databricks / Trino / Airflow / SQL / Python / PySpark / Spark / Metabase / Looker / Zendesk* | |
| Natura&Co, Brazil - São PauloData Migration Manager | April 2021 — November 2021 |
| During this time, I was in charge of the Data Migration process which was part of the enablement of the Commercial Platform developed in-house in partnership with a consultancy firm.  The challenge was to define each step of this process and create a framework to be used in every implementation in the countries considered in the roadmap of activation. This framework considered these steps: data ingestion from legacy systems, data structuring, and data normalization.  After the go-live of this platform, we were also responsible for getting the new data generated and developing the data products delivered as features within it.  **Team Size:** *2 collaborators (directly) / 20 consultants (directly)*  **Tech Stack:** *AWS / Databricks / Talend / SQL / Python / PySpark / Spark / Power BI / Tableau* | |
| Natura&Co, Brazil - São PauloSenior Data Engineer (IC) | January 2016 — April 2021 |
| This was the beginning of my career in the IT context when I migrated from business areas to the technical field. Once I had the knowledge gathered from a variety of business areas, I used it in my favor to create a lot of data products (e.g., datamarts, reports, dashboards, KPIs, etc.).  I acted as an individual contributor and developed the scope of a full-stack data developer, being responsible for capturing data, doing data ingestion, transforming data, and creating data products used by several business areas.  The business contexts mainly considered were Sales, Operations, and Marketing being able to improve the regular analysis done by each team and foster the decision-making process through explainable data.  Marketing Data (online and offline) had a special focus because all campaigns that went live were monitored by the Finance team to calculate the benefits reached (e.g., audience, conversation rate, etc.) and the ROI itself.  **Tech Stack:** *Azure / AWS / Databricks / SQL / Python / PySpark / Spark / Power BI / Tableau* | |
| Natura&Co, Brazil - São PauloFinancial Coordinator | February 2014 — January 2016 |
| Natura&Co, Brazil - São PauloSenior Demand Planning Analyst | June 2012 — February 2014 |
| Natura&Co, Brazil - São PauloSenior Project Management Analyst | October 2011 — June 2012 |
| Société Générale Group, Brazil - São PauloSenior Project Management Analyst | April 2011 — October 2011 |
| Vivo (Telefónica), Brazil - São PauloStrategic Planning Analyst | October 2010 — April 2011 |
| Votorantim Group, Brazil - São PauloCommercial Planning Analyst | May 2010 — October 2010 |
| LATAM Airlines, Brazil - São PauloPricing Analyst | October 2009 — May 2010 |
| EducationMackenzie Presbyterian UniversityBBA: Business Administration And Management, Brazil - São Paulo | |

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| Technical Skills | | |
| ● AWS  ● Snowflake  ● Trino  ● SQL  ● Spark  ● Data Analysis  ● Project / Program Management  ● Datorama  ● Zendesk  ● Looker  ● Oracle  ● PostgreSQL  ● ScyllaDB  ● RabbitMQ | ● Azure  ● dbt  ● Airflow  ● Python  ● Data Modeling  ● Data Science  ● Agile  ● Segment  ● Power BI  ● Metabase  ● SQL Server  ● Cosmos DB  ● Cassandra | ● Databricks  ● Talend  ● Azure Data Factory  ● PySpark  ● Data Governance  ● Machine Learning  ● Jira  ● Braze  ● Tableau  ● Mode  ● MySQL  ● MongoDB  ● Kafka |