

TIAGO LUCHINI

PERSONAL DATA

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WORK EXPERIENCE

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| <i>Current</i> SEP 2013 | Partner, Technology at WORK & Co, New York <i>Digital Product Creation</i> Responsible for ramping up and leading a global team of 100+ engineers who plan, develop, release, and maintain digital products for companies such as APPLE, FACEBOOK, GOOGLE, TWITTER, PEPSI, PHILZ COFFEE, VIRGIN AMERICA, DISNEY and the NBA. Personally involved in architecting and coding the most challenging, data-intensive use-cases in Clojure. |
| AUG 2013 JAN 2013 | Startup Guy at SAVALANCHE and HINTFY, Oulu, Finland <i>Digital Marketplace and Mobile Recommendation Platforms</i> Co-founded and led two startups. Acted as CTO/CEO. At HINTFY we explored solutions to improve entertainment discovery on mobile devices. At SAVALANCHE we created a platform for hundreds of media houses and thousands of merchants to establish marketplaces online. |
| DEC 2012 DEC 2006 | Technology Strategist at DIGITALIST, Finland/Germany/China <i>R&D services for Mobile and Embedded Devices</i> Responsible for developing new products and new global markets, pioneering international expansions and managing key projects in Asia, Europe and America - in particular for NOKIA, SAMSUNG, and ESPN. Ramped up R&D centers in Beijing and Chengdu. |
| NOV 2006 AUG 2005 | Guest Lecturer at FIAP, São Paulo, Brazil <i>Data Modeling, Design Patterns, Object Oriented Programming</i> Received positive review from students. Rated “truly inspiring”. |
| JUL 2006 MAR 2003 | Head of Software Production at BDK SOLUTIONS, São Paulo, Brazil <i>Data-Driven Business Decision Tools</i> Led five development teams tasked with creating data-driven business-decision tools. Responsible for managing and architecting all LATAM, multi-million, multi-year projects. |
| FEB 2003 JAN 1996 | Managing Director at ST. PAUL’S SCHOOL, São Paulo, Brazil <i>Council of British International Schools</i> Headed over engineering, IT, accounting, financial, and legal teams. Reported to board of directors. Steered the organization at the tactical and operational level. |

EDUCATION

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| 2013-2015 | COLUMBIA UNIVERSITY - COLUMBIA BUSINESS SCHOOL, New York Master of Business Administration (MBA), <i>Executive</i> |
| 2013-2015 | LONDON BUSINESS SCHOOL - UNIVERSITY OF LONDON, London Master of Business Administration (MBA), <i>Executive</i> |
| 2002-2002 | UNIVERSIDADE ESTADUAL DE CAMPINAS, Brazil Master of Science (MSc) in <i>Strategic Management of Information Systems</i> |
| 1998-2001 | UNIVERSIDADE PRESBITERIANA MACKENZIE, São Paulo, Brazil Bachelor of Arts (BA) in <i>Business Administration</i> |
| 1994-1998 | CENTRO FEDERAL DE EDUCAÇÃO TECNOLÓGICA, São Paulo, Brazil Bachelor of Science (BSc) in <i>Computer Science</i> |

OBJECTIVES

Be an active contributor in a passionate, cross-functional team that aspires to make people's lives better. Innovate responsibly taking into account users' real needs. Participate in co-defining the future of the organization. Empower the organization through data.

PERSONAL PHILOSOPHIES

PEOPLE FIRST: *Technology is not a puzzle to be cracked. Real problems are people's problems.*
PRAGMATISM: *Good technology is working technology.*

RECENT CLIENTS

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| TECHNOLOGY: | Apple, Facebook, Google, Twitter |
| TRANSPORTATION & TOURISM: | Virgin America, Virgin Voyages, Aeromexico, Marriott |
| MOBILE DEVICES & HARDWARE: | Nokia, Samsung, Otto, Kodak, Polar |
| MEDIA: | ESPN, ABC, Turner Entertainment, Göteborgs-Posten |
| REAL ESTATE: | HouseLogic, Haus |
| RETAIL: | Aesop, Aldo Shoes, Philz Coffee, Just Mayo |
| AUTOMOTIVE & AVIATION: | Porsche, Volkswagen, Peugeot, Marcopolo, Embraer |
| TELECOM CARRIERS: | T-Mobile, China Telecom, Telefónica, Oi (Brazil) |
| FINANCIAL SERVICES: | Chase, MasterCard, Elo, Itaú (Brazil) |
| NGO: | Salvation Army (Brazil), Breastcancer.org |
| CPG: | Gatorade |
| HEALTH: | NHS (United Kingdom) |

MOST RECENT AWARDS

2019 ADAGE's – A-List
2019 FAST COMPANY – 10 Most Innovative Companies
2018 DIGIDAY – Best Brand Platform, Givewith
2018 CES INNOVATION AWARDS – Software and Mobile Apps, Philz Coffee
2018 W3 AWARDS – Mobile Features-Best User Experience for Mobile Sites & Apps, Philz Coffee
2018 HOW INTERNATIONAL DESIGN AWARDS – Website, Aesop
2018 DESIGN WEEK – Website, Aesop
2018 DIGIDAY – Agency of the Year
2018 CANNES LIONS – Grand Prix & Titanium
2018 ADAGE – A-List
2017 THE ONE SHOW – Bronze Pencil Award, Virgin America Travel App
2017 CES INNOVATION AWARD, Virgin America Mobile App
2017 WEBBY'S – Best Practices Award, Virgin America website
2017 WEBBY'S – Best Travel App, Virgin America mobile app

SKILLS

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| BUSINESS: | P&L Ownership, Strategy, Team ramp up, Culture setting |
| PREFERRED LANGUAGES: | Clojure(Script), Java, Swift, Kotlin, OCaml |
| DATABASES/STORES: | Datomic, Hadoop, Spark, DynamoDB, Cassandra |
| CLOUD INFRASTRUCTURE: | AWS, GoogleCloud, Docker, Terraform |
| DEEP LEARNING: | TensorFlow, Theano, Cortex, Flare |

LANGUAGES

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|-------------|--------|----------|-----------------|
| PORTUGUESE: | Native | SPANISH: | Comprehension |
| ENGLISH: | Fluent | FINNISH: | Basic Knowledge |

INTERESTS AND ACTIVITIES

Open-Source, Language Design, Deep Learning, Human-Centric Tooling.
Ultra-marathoner, Board Gaming, Trail & Distance Running.