

FELIPE MALAK

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BUSINESS INTELLIGENCE COORDINATOR / BUSINESS INTELLIGENCE SPECIALIST

I am a professional with over 10 years of experience in business intelligence and data, working in retail, insurance, and telecommunications industries.

SUMMARY OF QUALIFICATIONS:

- I have experience in project development and data analysis in areas such as Demand Planning/Forecasting, Sales Funnel Optimization, Customer Segmentation, Churn Prediction, Product Recommendation, and Logistics and Sales Operations, among others.
- Over the years, I have specialized in managing multiple projects and optimizing processes. I have always sought innovative solutions that enable continuous improvement in data-driven decision-making, aligned with companies' strategic directives, and prioritize value generation.
- An effective leader with solid experience in team coordination, I am focused on talent development and alignment to maximize results. I stand out for my ability to inspire and engage people, fostering a collaborative environment geared towards high performance and innovation. With strong decision-making skills and conflict management capabilities, I ensure unity and productivity even in challenging contexts, demonstrating adaptability and resilience to transform challenges into opportunities.
- With strong analytical skills and critical thinking, I direct my efforts toward process optimization, striving for efficiency and innovation to enhance organizational results. I engage strategically with stakeholders, building relationships based on trust and transparency to ensure continuous alignment and execution excellence.
- Driven by curiosity and a desire to make a difference, I continuously seek to understand everyday challenges and develop disruptive solutions. With versatility and determination, I am ready to tackle any challenge and contribute to innovative projects

PROFESSIONAL EXPERIENCE

Authen Comercio de Roupas e Artigos Esportivos LTDA.
Rio de Janeiro/RJ, Startup in the sportswear market.

Data and Operations Coordinator
March 2021 – November 2024.

Reported directly to the CEO, managing a team of 2 direct reports and 2 external consulting firms.

Key Responsibilities:

- Participated in strategic project discussions with the company's executive team.
- Developed budgets aligned with the Data and Operations team action plan to meet company goals.
- Created training programs and development plans for team members, incorporating regular feedback to ensure cultural alignment and adherence to company values.
- Planned the company's primary deliverables calendar and coordinated necessary tasks within the Data and Operations team.
- Coordinated tactical and operational activities with other company departments.
- Documented guidelines, reports, dashboards, and procedures developed in collaboration with teams involved in Data and Operations projects.
- Centralized the flow of information and key business indicators for the company.
- Guided internal and external teams in solving unforeseen problems during project execution

Achievements:

- Built and managed a diverse team that delivered high-complexity analytical solutions while ensuring operational alignment.
- Successfully implemented data projects by prioritizing valuable deliverables early in the process.

- Coordinated the implementation of an ERP system, integrating various systems and databases for enhanced security, control, and automation.
- Improved demand forecasting accuracy, reducing forecast variation against actual sales.
- Led internal and external teams to achieve a 360° project management view using tools like Jira, Git, and Smartsheets.
- We prepared datasets and automated transformations through Cloud Computing (GCP/MS Fabric), SQL, Python, and API/DBT integrations.
- Developed clear and actionable data visualizations (dashboards and reports) using storytelling techniques with PowerBI (M/DAX) and Excel (VBA, Solver).
- Delivered significant impacts on sales growth by directing resources and offers to B2B and B2C customers through Sales Funnel Optimization, Customer Segmentation, Churn Prediction, and Product Recommendations (+30% CAGR over the last 2 years).
- Achieved positive cash flow gains by reducing variable costs (-5% COGS), increasing average net margin (+10% net margin), and lowering inventory levels, resulting in a -5% annual reduction in working capital.

Sales & Operations Planning Analyst

June 2019 – March 2021

Reported directly to the CEO, managing a direct report.

Key Responsibilities:

- Planned demand across all sales channels (Wholesale, E-commerce, and Events) to align sales, production, inventory, and budget indicators strategically.
- Managed product life cycles and liquidation strategies in alignment with business objectives, logistics optimization, and cash flow management.
- Handled commercial operations such as customer and product registration, operational system parameterization, and order/inventory flow monitoring.

Achievements:

- Reduced errors and rework, saving approximately 4,000 working hours annually (~BRL 140,000/year).

EDUCATION AND LANGUAGES

Postgraduate: Master's in Administration – PUC-Rio (Jan 2016 – Dec 2017)

Undergraduate: Bachelor's in Business Administration – UFRJ (July 2013 – Dec 2015)

Languages: Advanced English (C1)

ADDITIONAL INFORMATION

Lead author of a scientific article published in an international journal with over 50 citations on Google Scholar.

Courses Completed:

Google Advanced Data Analytics (200h) – Google

ESG and Social Activism (8-16h) – University of Pennsylvania

Introduction to Structured Query Language (SQL) (8-16h) – University of Michigan

SQL for Data Science (8-16h) – University of California, Davis