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# Marcelo Ferreira

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Cosmópolis/SP

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## Profile

Highly skilled and accomplished professional with a diverse background in strategic advisory roles within Banco do Brasil's Operations Unit. With over six years of experience as a Senior Strategic Advisor, I have consistently demonstrated expertise in data analytics, process improvement, and project management. Proficient in database modeling, ETL processes, and dashboard development, I have successfully led initiatives to enhance operational efficiency and drive business growth. My communicate technical concepts to non-technical stakeholders and implement data-driven solutions has resulted in significant cost savings and improved decision-making across multiple teams. Leveraging my strong background in operations management, I am adept at designing and implementing strategies to streamline processes and optimize resource allocation. With a proven track record of delivering results and a commitment to continuous improvement, I am well-equipped to excel in dynamic and challenging environments.

## Academic Education

- **Postgraduate degree in Science/Information Studies – MBA USP/Esalq – 2024**
- **Foundation on Statistics, R programming and Machine Learning – 2023**
- **Bachelor in Philosophy – Universidade do Sul de Santa Catarina – 2018**

## WORK EXPERIENCE

### MAY 2020 – APRIL 2022

#### SENIOR STRATEGIC ADVISOR, BANCO DO BRASIL – OPERATIONS UNIT – ANALYTICS TEAM

- Continuously identified and implemented process improvements, prioritizing through metrics, and coordinated end-to-end project development while negotiating and communicating results to stakeholders.
- Managed requirements gathering, overseeing external tech team development to ensure quality and suitability in both cascade and agile methods.
- Experienced in requirements gathering for both local department software development and corporate legacy systems development teams.
- Planned, collected requirements, developed, and implemented tailor-made dashboards for all areas within Operations Unit.
- Select and acquire data from diverse sources to support team objectives and projects.
- Modeled, designed, and maintained DB2 and MySQL databases, overseeing all ETL processes.
- Advised internal and external consultants as a Subject Matter Expert in communicating technical features in non-technical language.
- Mapped, planned and implemented actions to leverage data-driven culture for all departments under Operations Unit umbrella targeting over eleven thousand employees.
- Designed and conducted workshops for operational and management audiences.

### MARCH 2018 – APRIL 2020

#### SENIOR STRATEGIC ADVISOR, BANCO DO BRASIL – OPERATIONS UNIT – CASH MANAGEMENT TEAM

- Designed and implemented KPIs, visualizations to monitor their progress, and the complete data infrastructure, including database modeling, ETL processes, data source selection, and screen scraping (when needed).
- Designed and reviewed operational processes.

- Control and manage national and foreign currency cash balance.
- Wrote all internal rules and regulations for operational processes.
- Elaborated a forecast model for foreign currency demand what reduced risks and costs due to unused balance and unnecessary imports.
- Designed visuals to control the balance of all foreign currency internal accounts what ultimately have led to locate the origin of more than USD 2.5 million unreconciled balances. This solved a two-year long problem that have exposed the bank to legal risks and reduced the probability of new unreconciled balances.

#### **DECEMBER 2015 – FEBRUARY 2018**

##### **SENIOR STRATEGIC ADVISOR, BANCO DO BRASIL – OPERATIONS UNIT – TELLER MANAGEMENT TEAM**

- Mapped, designed and reviewed all transactions executed by employees and clients on physical and digital channels.
- Elaborated and conducted result presentations for all executives and other major stakeholders involved on the project.
- Conducted requirements gathering for both local department software development and corporate legacy systems development teams, ensuring the applicability of the final product
- Negotiated strategic actions with executives from all involved areas.
- Mapped, designed and reviewed operational processes writing extensive documentation and internal norms.
- Planned, negotiated and implemented actions to reduce demand for physical channels, mostly bank tellers and ATMs, and redirect them to digital channels what reduced teller transactions from 74 million/month to 45 million/month in a two-year span what represents over USD 30 million /year cost reduction only over transaction costs.

#### **Other experiences within Banco do Brasil S/A:**

- **Full Advisor/TCX Management** – November 2014 to November 2015
- **Full Advisor/TAA Management** – July 2013 to October 2014
- **Junior Advisor** – January 2011 to June 2013

#### **Languages**

- **English:** Advanced / **Spanish:** Basic

#### **Skills**

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|-----------------------|-----------------|-----------------|---------------|
| • Python              | • Power BI      | • Data Modeling | • SQL e MySQL |
| • Agile Methodologies | • Communication | • Teamwork      | • Lidership   |

#### **Courses**

- **Internal Auditor ISO 27001** – Bureau Veritas
- **Python for Data Science, AI & Development** – Coursera
- **Databases and SQL for Data Science** – Coursera
- **Python for Data Science and AI** – Coursera
- **Machine Learning** – Data Science Academy

#### **OTHER ACTIVITIES**

As the founder and sole manager of a tech startup, I'm leveraging my business analysis and strategic skills to carve out a niche in the market. Responsible for establishing the company's vision, mission, and values, developing the business plan, creating a visual identity, and strategizing product development tailored to our target audience. I initiated the comprehensive development of our website and am planning strategic partnerships, while maintaining a continuous learning plan to ensure my skills remain relevant. I am committed to strategic growth and innovation, balancing company development demands with personal financial stability needs.