

DIEGO FERNANDEZ

diego.fernandez@email.com • +726-466-9122 • São Paulo, Brazil

EXECUTIVE SUMMARY

Senior operations leader with 23+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Data Analysis	Excel	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

VP of Operations

Nike | 2001 - Present

- Spearheaded enterprise-wide operations transformation initiatives impacting 1177+ employees
- Delivered \$5M+ in annual revenue growth through strategic data analysis implementations
- Built and led global teams of 39 professionals across 7 countries
- Reduced operational costs by 35% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | University of São Paulo | 1999

Bachelor of Science in Business Administration | University of São Paulo | 1997

Professional Certifications:

- Executive Leadership Program
- Strategic Management Certificate