

# THIAGO GONÇALVES CUSTÓDIO



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📍 Guarulhos, São Paulo - Brasil  
🔗 <https://th14g0cust0d10.github.io>

## PROFILE

Multidisciplinary professional with a hands-on profile, always in learning mode with extensive experience in managing customer relationship channels and business planning, using data science and analytics to solve business problems. Solid knowledge of the most used programming languages and frameworks like R, Python, Microsoft Azure Machine Learning and Apache Spark MLlib for use in data science and predictive modeling, having experimented with various machine learning algorithms. Advanced knowledge in Relational Database Management Systems (DBMS), NoSQL and Data Stores, ETL, ELT, Data Munging and Wrangling routines. Experience in creating Dashboards to support business strategy using Power BI, QlikView or Sense, Tableau, D3.js and R-Shiny applications. Performance focused on DataOps and MLOps concepts.

Portfolio Data Science and Business Analytics:  
<https://th14g0cust0d10.github.io>

## PROFESSIONAL EXPERIENCE

### DATA SCIENCE & BA CONSULTANCY

#### Consultant

September/2020 – Currently São Paulo - Brasil

Supervised and unsupervised Predictive Modeling applied to business problems;  
Machine Learning Algorithms;  
Data-Driven Personalization;  
Data Quality Report;  
A/B hypothesis test;  
Big Data Queries and Interpretation;  
Creation of KPI Dashboards to support business strategy and management;  
Storytelling;  
Application of descriptive, diagnostic and prescriptive analysis techniques to support decision making;

### CHUBB INSURANCE 8 years 3 months

#### Sales Channels and Commercial Planning Manager

October/2019 – March/2020 São Paulo - Brazil

Management and contracting of sales channels and direct marketing - Commercial Affinity Board;  
Management of analysis and visualization of performance data;  
Management of commercial planning;  
Management and performance of database strategies for insurance sales;  
Management of projects to implement new businesses and technological solutions;

## EDUCATION

Pontifical Catholic University of Minas Gerais  
**MBA, Analytics and Business Intelligence** 2022-2023

UNIP – Paulista University  
**MBA, Marketing** 2012-2013

UNIBAN – Bandeirante University of São Paulo  
**HR - Human Resource Management** 2007-2009

## TECHNICAL COURSE

DATA SCIENCE ACADEMY  
**Data Scientist Training** 2021

## LANGUAGES

**Native:** Português;

**Advanced:** English – Spanish;

## SKILLS - TOOLKIT

DBMS (Rel. NoSQL) Data Stores ETL / ELT	Machine Learning Frameworks	Data Visualization
Microsoft SQL Server	R	Power BI
Postgre SQL	Python	QlikView/Sense
MySQL	Microsoft Azure Machine Learning	Tableau
MongoDB	Apache Spark MLlib	D3.js
Oracle		R - Shiny
Apache Hadoop Apache Hbase Apache Hive		
Microsoft SQL Server Integration Services (SSIS)		
Apache Sqoop		

## PROFESSIONAL EXPERIENCE

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### CHUBB INSURANCE 8 years 3 months

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#### Regional Business Controller – LatAm

March/2018 – September/2019      São Paulo - Brasil

Project management and business control processes - LatAm regional direct marketing department;

Implementation and dissemination of omnichannel solution for direct marketing actions, establishing CX and CS precepts along customer relationship channels;

Hiring technology providers, defining commercial conditions and contractual SLAs;

Management risk analysis, projections, budget control and sales monitoring of direct marketing campaigns;

Performance analysis of portfolio products and profit;

Management, data analysis, creation of business management KPIs and creation of Dashboards on platforms such as QlikView/Sense and Power Bi;

#### Commercial Planning Specialist

September/2015 – February/2018      São Paulo - Brasil

#### Commercial Planning Analyst

February/2014 – August/2015      São Paulo - Brasil

#### Call Center Executive

January/2012 – January/2014      São Paulo – Brasil

### LIQ Contax TNL 6 years

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#### Operations coordinator

December/2009– January/2012      São Paulo – Brasil

#### Operations Specialist Supervisor

December/2007 – December/2009      São Paulo – Brasil

#### Operations Supervisor

October/2006 – December/2007      São Paulo – Brasil

#### TLMK Operator

February/2006 – September/2006      São Paulo – Brasil

## LEADERSHIP COURSES

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Arete Consultoria RH

#### Leader training (MBTI – Myers-Briggs Type Indicator)

2010      São Paulo – Brasil

LIQ Contax TNL

#### People management and development

2010      São Paulo – Brasil

LIQ Contax TNL

#### Coaching & Feedback

2009      São Paulo – Brasil

Chubb Seguradora

#### Negotiation and communication strategies

2017      São Paulo – Brasil

## AWARDS

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ClienteSA

#### 3º Telesales Award 2011

Outsourcing Innovation Category

September/2011      São Paulo – Brasil

Grupo Padrão / Consumidor Moderno

#### Multichannel Relationship Quality Standard Award

Category Best B2B Sales Operation

August/2011      São Paulo – Brasil

ABEMD

#### XVII Award ABEMD 2011

Category Best B2B Sales Operation

May/2011      São Paulo – Brasil