



## QUALIFICATIONS SUMMARY

Dynamic senior manager, entrepreneur and international consultant with experience in the United States, Latin America and Asia markets. Expertise in global strategic planning, operations performance improvement, customer relationship management and product development in a variety of industries including financial services, manufacturing, pharmaceuticals, energy, retail, and government. Experienced in evaluating complex business situations and recommending effective measures that increase revenue and net income. Versatile, cross-functional collaborator with ability to build strong culture and high performing teams. Languages: Portuguese and Spanish

## CORE COMPETENCIES

- Strategy Planning and Execution
- Customer Relationship Management
- Mergers and Acquisitions
- Operational Efficiency Improvements
- Investment Analysis
- Product & Brand Management
- Risk Management
- Revenue and Profit Generation
- Leadership Development

## PROFESSIONAL EXPERIENCE

### ZETTA CONSULTANTS, Johns Creek, GA

**November 2007 - Present**

*Managing Director/Principal Consultant*

[www.zettaconsultants.com](http://www.zettaconsultants.com)

Zetta Consultants provides consulting services to various industries in the areas of Business Strategic Planning through Competitive Analysis and Risk Management; Operations Performance Improvement; Product Development and Marketing; and Program/Project Management.

- As founder of Zetta Consultants, responsible for all aspects of this management consultancy such as strategy, marketing, business development and operations management.
- Provided pro-bono work to small organizations while attending the Executive MBA program.

### WACHOVIA, Charlotte, North Carolina

**August 2007 – October 2007**

*Senior Project Manager/Consultant*

*Project: Address internal auditing findings affecting Information Security and IT Distributed Services units*

Responsible for quickly assessing a project in jeopardy and setting a right course of direction. Developed business cases, identified tangible deliverables and respective core teams. Managed project budget and communication in a matrix environment. Facilitated stakeholder meetings and made presentations to senior management. Conducted all planning and execution phases of this project.

- Uncovered the real impediments affecting project performance, and recommended a course of action to quickly and successfully address audit findings affecting DS server's security.

### SABBATICAL DUE TO FAMILY RELOCATION TO ASIA

**September 2005 – July 2007**

### CENTERS FOR DISEASE CONTROL, Atlanta, Georgia

**March 2005 – August 2005**

*Project Manager / Business Analyst*

*Project: Web and Workflow Laboratory Response System (LRS)*

Planned, developed and led comprehensive LRS evaluation to improve security, data integrity, and laboratory protocol for federal public health agency. Led presentations and brainstorming sessions with subject matter experts from cross-functional departments.

- Delivered a comprehensive requirement and process analysis document.

### FORESIGHT INTERNATIONAL, INC., Boston, Massachusetts

**September 2002 - December 2004**

Participated in the organization and development of this 501(c)(3) organization in a role of Treasurer. Provided technology expertise to strategic planning.

- Performed a comprehensive analysis of fund-raising, technology, and marketing strategies.
- Redesigned web site to drive traffic, establish corporate presence, and increase brand recognition.

**FIDELITY INVESTMENTS, Boston, Massachusetts**

**July 1997 - August 2002**

*Project Manager/Business Analyst*

*Relevant Projects:* Corporate Finance: Global Treasury EFT – Web and Workflow System;  
Corporate Compliance/Marketing/Legal: Online Document Review and Approval – Web and Workflow System;  
Corporate Compliance: Imaging System, Intersecting Trades System – Web Application;  
eCommerce: Fidelity Web Site Enhancement and Change Control System

Managed variety of business and technology projects with accountability for planning, budget, resource allocation, reporting, stakeholder relations, implementation, follow-up and presentations. Worked as liaison between business managers and IT team. Provided performance reviews, researched and recommended strategic technology adoption. Conduct business process analysis and improvement, designed and developed new business solutions.

- Successfully led a large cross-functional team to create an EFT system for the Treasury Department.
- Managed compliance department's development of optical disk storage system so successfully that solutions were implemented by numerous other departments in the organization.
- Consistently delivered projects on time, within budget, and according to specifications, exceeding customer expectations.

**WATERFIELD TECHNOLOGY GROUP, INC., Lexington, Massachusetts**

**October 1994 - July 1997**

*Consultant*

Developed and executed business and technology solutions for high-profile clients including Key Bank, Fidelity Investments, BBN, Blue Cross / Blue Shield, Titleist, and Amoco.

**PEPSICO BRAZIL, INC., Rio de Janeiro, Brazil**

**September 1992 - May 1994**

*Business Analyst*

Served as second-in-command for MIS department and developed innovative, user-friendly IT and business solutions for one of the largest soft drink companies in South America.

- Implemented SAP and GL systems.
- Managed large project to identify and resolve workflow weaknesses using IT solutions, working cross-departmentally with directors of finance, planning, treasury, purchasing, marketing, and operations departments. Project resulted in creation of new department and upgraded automation.

## **EDUCATION**

**Executive Master of Business Administration**, 2010 – *Entrepreneurship Award Recipient*

Emory University, Goizueta Business School

**Bachelor of Science in Computer Science**, 1991 – *Summa Cum Laude*

Estácio de Sá University, Rio de Janeiro, Brazil

**Bachelor of Arts in Music Ministry**, 1985

Baptist Seminary of South Brazil, Rio de Janeiro, Brazil

## **CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT**

- Project Management I and II, Boston University
- Negotiations, Boston University