

**GABRIEL GARCIA**

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Operations Management – Digital Transformation – Governance - Planning – Business Intelligence BI – Team Leadership – Process Optimization – Project Management – Artificial Intelligence AI

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**PRESENTATION / QUALIFICATIONS**

With more than 18 years of experience, my career has been oriented toward the management and strategic development of **business operations**, with a strong orientation in **Project Management, M&A, and Data Insights (BI)**. As the core nature of the Operations role, I developed a **distinguished generalist approach** oriented to the optimization of General Management and **C-level executive support**.

**During my career, I've led initiatives involving Organizational transformation and integration projects between Business Units, Areas, and Acquisitions.** Adoption of New Processes, Redesign and **restructuring of organizational design**, optimization of **interdepartmental processes**, adaptation, and implementation of **new governance models**. Experience leading **planning and execution of Growth Strategies, Business Intelligence** projects, and performance monitoring models encompassing the creation of new **KPIs and** numerous Decision Intelligence improvements **transforming data into strategic insights**. In addition **to internal projects of various natures** such as process realignment, systems implementation, CRMs, forecasting, performance monitoring, metrics, presentation models, scorecards, business reviews, cadence of meetings with all kinds of stakeholders, and clear definition of responsibilities.

I also differentiate myself by having more in-depth skills in **data and BI + AI**, having structured areas of business intelligence, including architecture and creation of cloud data warehouse, data integration, and implementation of visualization systems.

Strategic and collaborative leader focused on results **managing teams, projects and interdepartmental initiatives**. Strong advisory profile collaborating with VPs, CEOs, and GMs.

Among the positions held in my career, I have worked as a Consultant, Controller, Manager, Director, and Senior Director, COO, responsible for **M&A, Business Operations, Decision Intelligence, Business Development, Sales Planning, Revenue Operations, and Controlling in Brazil, Latin America, the United States, Canada, and Europe**.

With my experiences focused on the technology market, mostly within large organizations, companies such as **Dell, VMware, and Nuance (Microsoft Group) stand out. At 121eCommerce**, an e-commerce solutions boutique dedicated to the USA market, I could improve my knowledge of the agency's environment. Last but not least, **I also own White Rabbit Operations LTDA**, a business dedicated to management and data consulting.

International experience working remotely, hybrid, or on-site. Responsible for Latin America, North America, Europe, and global scope positions. Experience in positions requiring frequent international travel. Manage multicultural teams with members based in different countries.

## **SPECIALTIES**

- M&A (Evaluation, Governance and Consolidation/Unification of Operational Management)
- Project Management (Agile Methodologies and PMI)
- Change Management
- Decision Intelligence, Data and Insights (BI + AI)
- Processes (Mapping, Definition and Optimization)
- Growth Strategy, GTM, General Management and PnL Optimization
- Business Operations (Sales, Marketing, and Revenue)
- Sustainable Governance - ESG (Environmental, Social, Governance)
- People Management
- Tools: SQL, Tableau, Power BI, Salesforce, Jira, MS Office, Google Cloud, ClicData, Monday, Click Up, Asana, Trello, Slack, Wrike...

## **EDUCATION AND LANGUAGES:**

- **Professional Certificate** | *Leading in the Remote Environment* | Harvard University – USA (online) - 2021
- **Continuing Education** | *Databases: Theory and Modeling* | Stanford University – USA (online) - 2021
- **Continuing Education** | *Digital Transformation* | IBMI, Berlin (Online) - 2020
- **MBA** | *Strategic and Economic Project Management* | Fundação Getúlio Vargas FGV – SP/BR (in person) - 2016
- **Graduation** | *Business Administration* | Faculdade São Judas Tadeu, Porto Alegre, RS/BR (in person) - 2009
- **Portuguese Native** | **Fluent English** | **Advanced Spanish**

## EXPERIÊNCIA PROFISSIONAL

### 121ECOMMERCE - 05/2022 – 02/2024 (1 ano e 10 meses)

**Last Position Held** - Development of solutions for e-commerce (Software) operating 100% in the US market.

- **Senior Director of Operations and Decision Intelligence (BI+AI)**

- Management of internal operations and P&L optimization, advising and reporting directly to the CEO
- Leadership of the team responsible for project performance control, process improvement, and strategic planning.
- Responsible for corporate governance, business intelligence environment, metrics, KPIs, dashboards, and performance reports for all areas of the company.

**Main achievements:**

- Organizational redesign, implementation of governance model, and improvement of departmental and interdepartmental processes.
- Design and implementation of the company's entire business intelligence environment (data warehouse in the cloud, data integrations from various systems, data management and preparation, dashboard visualization system and reports).
- 30% reduction in average project execution time and a 33% increase in maintenance customer retention (after completion of new projects). 23% reduction in the volume of abandonment of ongoing projects (clients who switch agencies during the execution of a new project).

### WR4BT | White Rabbit Operations LTDA – 01/2020 – Today

**Own Company** - Consulting specialized in Operations optimization and Decision Intelligence | [SITE](#)

- **Founder and Consultant (CEO)**

- Strategy, Operations, BI, AI, Sustainability, Inclusion and Diversity Consulting

- **Clients and Partners:**

- **GLG Insights – 01/2022 – Today | Network Member & Technology Expert** | Network that connects companies to experts
- **Seja o Milagre (Be the Miracle) NGO – 12/2023 – Today | Operations and Institutional Strategy Consultant** | NGO Social Development
- **Accruent (Fortive Group) – 08/2022 – 10/2022 (3 months) | Senior Marketing Operations Manager (Global)** | Management of the 3-month program in which three critical projects for performance measurement were launched - sales volume, pipeline management, lead generation and more than 20 automated KPI's.

### PROJECTIVA - 07/2019 – Jul/2023 (4 yrs)

IT services and solutions provider based in Rio Grande do Sul. [Website Link](#).

- **Chief Operating Officer & Executive Advisor – (BRA – Hybrid)**

- Working with CEO Cristiano Galina, seeking the greater meaning of the motto "Making Our Customers Happy"
- Advising the CEO and building strategic partnerships.
- Organizational design and governance model.

**Achievements:**

- Participation in the design and implementation of the management model and performance indicators.
- Development of partnerships with manufacturers, service providers, and C-Level connections.
- The company grew and doubled its revenue in 22/23.

### NUANCE – MICROSOFT GROUP - 01/2017 to 06/2019 (2 years and 6 months)

Artificial intelligence and NLR software.

- **Senior Operations Manager / M&A (Latin America)**

- Reporting directly to VP/GM Latin America.
- Analysis of potential companies for acquisitions from a business perspective with VP Latam (no due diligence responsibility).
- Responsible for sales planning and growth strategy.

- Responsible for the design and implementation of the project to integrate the BU acquired in Brazil to the established global operations and processes.
- Responsible for monitoring and controlling the pipeline, implementing campaigns, evolving strategic businesses, and reviewing performance with sales directors.

**Main achievements:**

- Implementation of the sales governance model, establishing responsibilities between multiple areas
- Responsible for the implementation of Salesforce Lightning (CRM) in Latin America.
- Internal leadership of the Go To Market Strategy, leading the company in two years to expand its purely national operations to more than 10 countries in Latin America and the Caribbean.

**VMWARE - 11/2012 to 12/2016 (4 years and 2 months)**

Software company specialized in virtualization and cloud computing – data center solutions.

● **Operations and Sales Planning Manager (Latin America)**

- Management of the Sales Planning and Operations team.
- Responsible for operational alignment and regional deployments of the commissioning strategy
- Responsible for managing business intelligence for performance optimization.
- Responsible for the sales forecasting process for all segments in Latin America.

**Main achievements:**

- Implementation of performance tracking models, BI tools, Tableau, and Anaplan. Dissemination of a data-driven culture and strengthening of the analytical managerial vision in the decision-making process.
- Creation of sales forecast models increasing the accuracy of projections.
- The focal point and direct support of the COO LatAm, having developed the performance management system of the area — channel ecosystem, management processes, metrics, reviews, goals, and strategic alignment with the main stakeholders.

**DELL – 02/2010 – 10/2012 (2 years and 10 months)**

Technology company providing hardware and software solutions.

● **Planning Consultant / Controller (Latin America and Canada)**

- Opex Controller for Marketing and Sales Latin America (Operating Expenses) - 2012.
- Strategic consultant for the sales area in the advanced solutions (storage, servers, and networking) segment for Latam and Canada.
- Leadership of the business intelligence consolidation project - metrics, reports, and dashboards in the unification of the Consumer and SMB segments in CSMB.
- Joint work between Sales, Marketing and Finance in defining strategic goals and priorities.

**Main achievements:**

- Acting in the restructuring of the company during the unification of the segments of small, medium, and large companies in a single centralized management, having profoundly changed the design of the organizational structure between 2011 and 2012.
- Improvement of control models of Headcount, Opex, products, sales volumes and other strategic lines of the P&L.
- Creation of complex business intelligence models, automation of reports, and redefinition of processes.

**Atlantic SI (Sonae Group) - 04/2008 to 02/2010 (1 year and 10 months)**

Software development for retail.

● **Controller Analyst**

- Responsible for the financial control of projects and ROI analysis.
- Productivity control and capacity projections.

**Main achievements:**

- Definition of processes and policies aligning the controllership area with the PMO department.

**Lojas Renner S.A. - 11/2006 to 04/2008 (1 year and 6 months)**

Fashion Retail.

● **Purchasing Planning Analyst**

- Responsible for the analysis of demand and inventory of the children's area.
- Directing the products of the children's area to supply all units in the country.

**Main achievements:**

Optimization of margin, markdown, turnover, and sales volume.