



Jackson Reis de Souza

Innovation & Technology Executive



PROFILE



12 years in global companies



2,531,000 USD budget managed



16 projects
21 countries



500 stakeholders
60 professionals

- Entrepreneur, quick-learner, adaptable and resilient
- Business, Creative and Technical domains
- Fluent **English**, Advanced **Spanish**, Native **Portuguese**
- Recognized certifications (**PMP** | **ITIL** | **PMI-ACP**)
- Strategic **Innovation & Technology** (+ **FinTech**)
(R&D, Benchmarks, Trends, Hype Cycles)
- Digital Transformation and Human Change Management
- Project Management & PMO (**Agile** | **Waterfall** | **Hybrid**)
- Product Management, Digital Marketing, IT & Data
- **Apps**: Idea, Design, Plan, Build and Delivery

EDUCATION

2022-2023	Pursuing Master	FINANCIAL TECHNOLOGIES	to be defined
2016-2017	Certificate	CINEMA	C. EUROPEU (BR)
2012-2014	Graduate	PROJECT MANAGEMENT	PUC-PR (BR)
2011-2011	Graduate extension	KNOWLEDGE MANAGEMENT	FGV (BR)
2007-2011	Undergraduate	IT MANAGEMENT	OPET (BR)

EMPLOYMENT

2021-current (contract)	SAENZ GLOBAL Data & BI strategy and direction. Innovation & tech strategic research and consulting	ASSOCIATE DIRECTOR - DATA & BI
2020-2021 (contract)	PERNOD RICARD Global online B2B platform management and development	GLOBAL PRODUCT & PROJECT MANAGER
2018-2020 (contract)	AB INBEV Responsible to manage projects, deliver and roll-out global solutions, building Marketing and Supply tech stacks and bringing digital business transformation	GLOBAL PROJECT MANAGER SENIOR
2016-2017 (contract)	PROJACK Business development and Executive production for local creative businesses	ASSOCIATE EXECUTIVE PRODUCER
2011-2015	VOLVO IT Project Coordination for infrastructure, counting more than 284 deliveries	IT PROJECT COORDINATOR
2010-2010 (contract)	EXXONMOBIL Corporate access administration and functional support to SA and NA regions	IT ANALYST
2008-2009	WIPRO IT System admin and support to internal business areas	IT SUPPORT



CONTACT

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FEATURED WORK

2021	FINANCIAL TECHNOLOGIES RESEARCH	PROJACK HOUSE
	Financial technologies such as: BlockChain, CBDCs, Digital Currencies, Crypto Assets, Asset Tokenization, Open Finance, DeFi, dApps, DAOs, NFTs, APIs.	
2020-2021	<u>DRINKS&CO PRO</u>	PERNOD RICARD
	Global online B2B platform v2	
2020	CHAMPIONS 2020	AB INBEV
	Annual corporate financial review and budget Improvement	
2019	MES/PTS	AB INBEV
	Supply - Manufacturing Execution System and Product Technical Specification	
2019	SENSORY APP	AB INBEV
	Supply app - Product quality management system	
2019	<u>CONSUMER OS</u>	AB INBEV
	Global Portal for digital marketing platforms management and governance	
2018-2019	<u>HOPPY APP</u>	AB INBEV
	Gamification app for product awareness, education, and training, with BeerCoins through blockchain system	
2018-2019	MARTECH	AB INBEV
	Global MarTech area (Digital Marketing Platforms: Consumer Data Platform, Digital Guiding Principles, Consumer Platforms Portal, SFMC, Adobe DAM, etc.)	
2017-2018	<u>GRAFO ART MOVIES</u>	PROJACK
	Business development, Processes mapping, Audiovisual portfolio management	
2017	<u>'BRAZIL MADE IN PARANÁ'</u>	PROJACK
	TV Series documentary 2017 Brazil 26 minutes Co-production between 'GP7 Cinema' and 'Trópico Audiovisual'	
2017	<u>CURITIBA THEATER FESTIVAL</u>	PROJACK
	Media and content production for annual theater festival	
2016	<u>'THE HOLLY OFFICE'</u>	PROJACK
	Web series production	
2014-2015	<u>VOLVO DISTRIBUTION CENTER</u>	VOLVO
	ICT infrastructure migration for new Volvo's spare parts Warehouse	
2012	VOLVO TRUCKS - VPPS/GLS	VOLVO
	Global shop floor system deployment/roll-out on Truck's production line	
2008-2009	OFFSHORE OFFICES	WIPRO
	IT infrastructure for offshore offices (clients: Cargill and SUN)	

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TAGS FOR AI HR

Tags: Multi-tasking • Problem-solving • Creative-thinking • Quick learning • Team Player • Flexibility • Adaptative • Collaborative • Knowledge Sharing • Political smarts • Cultural Awareness • User's empathy • Positive behavior • Work ethics and diversity • Social Responsibility • Sustainability • Entrepreneurship • Product Manager • Project Manager • Business Analyst • Product Owner • Platform Admin • Stakeholders Management • Vendors Management • Multi-Language • Governance • Corporate Affairs • Enterprise • Executive • Policies • Planning • Execution • Demand • Delivery • Services & Operations • Support • End-Users • Human Change Management • Legal • MSA • NDA • DPA • Data Privacy • GDPR • Innovation • Trends • Trending techs • Digital Transformation • Growth Hacker • Disruptive • Hype Cycle • Industry v4 • Blockchain • Cryptocurrency • Big Data • Data Lake • IoT • Marketplaces • B2B • B2C • Proof of Concept (PoC) • Benchmarking • Gamification • PMBOK • PMP • PMO • AGILE • PMI-ACP • Tribe • Squad • Guild • Chapter • BPM • ISO • DIKW • T2BAU • E2E • Quality Assurance (QA) • Methodology • ITIL • UML • WebApp • Mobile • API • Integration • Continuous Integration • Continuous Delivery • CI/CD • ADFS • DNS • Digital Certificate • HTTPS • SSL • Cloud • IaaS • SaaS • PaaS • On-premise • Wipro • ExxonMobil • Volvo • Anheuser-Busch InBev • Pernod Ricard • Consumer Platforms • Salesforce • Marketing Cloud • Social Studio • CDP • DMP • CEM • Digital Excellence • Digital Guiding Principles (DGPs) • Brands • Websites • Media Channels • Hoppy • Beer Culture • Engagement • BeerCoin • Cinema • Audiovisual • Content creation • Project • Pilot • Development • Pre-Production • Demo • Production • Release Management • Projack • Supply • Manufacturing System • MES • Profisee • TrackSYS • Drinks&Co • Drinks&Co Pro • PWA • Native apps • Apple • iOS • Google Play • Android • Landing page • webapp • CMS - Content Management System • Loyalty program • eCRM • Google Analytics • Product Marketing • Functional documentation • Systems Design • Financial Innovation • Financial Technology • Digital Currencies • CBDCs (Wholesale, Retail, Hybrid) • Stable Coins • e-Money • Crypto Assets (Cryptocurrency) • Open Economy • Open Finance • Open Banking • Open Insurance • Open Investment • Open Data • Central Banks • FIs - Financial Institutions • FinTech • RegTech • InsurTech • Big Techs • BlockChain • DeFi • CeDeFi - Centralized Decentralized Finance • DLC • Ledgers • Asset Tokenization • Regulations • Security (Cryptography, IDM, Authentication, Authorization, etc...) • Blockchain Abstraction Platforms • Trusted integration brokers • IoT and ESG criteria Truth with BlockChain

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FULL LIST OF PROJECTS

Date	Client	Project/Product	Initiative	Areas
2020-2021	Pernod Ricard	Drinks&Co Pro (Online B2B platform)	Digital Transformation - Sales	Corporate, Legal, Sales, Marketing, IT, Operations
2020	AB InBev	Champions 2020 (Annual corporate financial review and budget Improvement)	Corporate Cost reduction	Corporate, Finance, Procurement, IT, Operations
2019	AB InBev	MES/PTS Global Deployment	Digital Transformation - Industrial	Corporate, Supply, IT, Operations
2019	AB InBev	Sensory app Global Deployment	Digital Transformation - Industrial	Corporate, Supply, IT, Operations
2019	AB InBev	ConsumerOS Development (MarTech portal)	Digital Transformation - Marketing	Corporate, Marketing, IT, Operations
2018-2019	AB InBev	Hoppy app Global Deployment (Gamification and BeerCoins)	Digital Transformation - Marketing	Corporate, Marketing, People, IT, Operations
2018-2019	AB InBev	Global MarTech area Design & Deployment (Digital Marketing Platforms: CDP, DGP, CPP, SFMC, Adobe)	Digital Transformation - Marketing	Corporate, Marketing, IT, Operations
2017-2018	Grafo	Art Movies (Audiovisual Business Development)	Business Development	Executive Production, Business Organization, IT, Operations
2017	Trópico	TV Documentary (Pilot episode production)	Entertainment - Content Production	Executive Production, Line Production
2017	Trópico	Annual Curitiba Theater Festival (Media production)	Entertainment - Content Production	Executive Production, Line Production
2016	Oger Sepol	Web Series (12 episodes production)	Entertainment - Content Production	Executive Production, Line Production
2015	Volvo	Dealers' app deployment/migration	Cost savings and Operations Performance Increase	Sales, IT, Operations
2014-2015	Volvo	New Volvo's spare parts DC/Warehouse (ICT infrastructure migration)	Cost savings and Operations Performance Increase	Supply, IT, Operations
2014	Volvo	Factory applications' environment migration	Cost savings and Operations Performance Increase	Factory line production, IT, Operations
2012	Volvo	New Volvo external office (CEDOC3)	Cost savings and Operations Performance Increase	Corporate, IT, Operations
2012	Volvo	Volvo Trucks - VPPS/GLS Factory printing/labeling Deployment	Cost savings and Operations Performance Increase	Factory line production, IT, Operations
2011-2015	Volvo	IT Project Coordination Infrastructure Delivery	Cost savings and Operations Performance Increase	Corporate, Supply, Factory line production, IT, Sales, Operations
2010	ExxonMobil	IT Access Administration	Operations Support	Corporate, IT, Operations
2009	Wipro	IT infrastructure for offshore office (Sun Microsystems)	Operations Support	IT, Operations
2008-2009	Wipro	IT infrastructure for offshore office (Cargill)	Operations Support	IT, Operations



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