Marcelo Araujo Bittencourt

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Languages:
- English (Fluent)
- French (Fluent)
- Port. BR (Mother)
- Spanish (Basic)

Technical Skills
- Project Management
- Product Management
- Client Engagement
- AI & Data Science
- Customer relation
- Agile and waterfall
- C++, python, Javascript

Tools
- Office Tools
- ServiceNow
- Azure
- ChatGPT, Copilot
- AI-powered Solutions

Certifications
- Project Manager (PMI)
- Product Manager

Education
- Master in C. Science
- Bachelor in C. Science
- MicroElectronic Tech.

Professional Summary

Strategic and results-driven professional with a strong background in software engineering and AI-driven solutions. Over 15 years of experience leading multi-disciplinary teams to successfully deliver software and hardware solutions.

Over the past 10 years, I have focused on building strong client relationships, identifying opportunities for value creation, and driving innovative teams. Leveraging a solid background in strategic thinking and analytical problem-solving, I consistently deliver impactful solutions to complex business.

Core Competencies

Client Engagement & Stakeholder Management – Extensive experience in building and maintaining relationships with key customers and partners to ensure successful project outcomes.

AI & Data Solutions – Expertise in overseeing the development and deployment of AI-driven business solutions that enhance operational efficiency.

Professional Experience

Dentsu Tracking (Lausanne, CH)

Solutions Manager (Feb 2023 – Present) - As a Production Control Solution Manager, I successfully delivered a track and trace project in the Republic of the Congo, overseeing the deployment process, managing customer relationships, and ensuring project goals were met. I organized and conducted comprehensive training sessions for the local partner, enabling them to operate and maintain the solution independently.

SICPA Holding SA (Prilly, CH)

Senior Business Analyst (Jan 2021 – Jan 2023) - As a Business Analyst, I engage directly with final customers and users to identify their needs, design tailored solutions, and formalize business requirements for various projects. I collaborate closely with the engineering team, reviewing their releases to ensure they meet the defined specifications before approving deliveries.

Solution Delivery Manager (Feb 2017 – Dec 2020) - I oversee projects from requirements gathering to final delivery, working closely with Product Owners and agile teams to ensure successful outcomes. One of my key projects was Genesis, a cloud-based solution for the serialization of pharmaceutical products. Genesis integrates a SaaS server and serialization/aggregation stations, enabling producers to comply with GS1 standards and market regulations. My role focuses on aligning technical solutions with business goals, driving collaboration across teams, and guaranteeing timely, high-quality deliveries.

SICPA Indústrias de Tintas e Sistemas (Rio de Janeiro, BR)

Project Manager (Jan 2014 – Jan 2017) - Project Manager for Brazilian SICPATRACE® SICOBE - SICPATRACE is a digital tax stamp management system used by government authorities for nation-wide control of supply chains. As a PM I dealt with the board of directors, customers and the technical team (Operation and Development) in order to deliver requested scope in time and cost. The PM was responsible for the development, configuration and improvement of the project. The PM supported the sales team during contract renewal.

Software Development Team Coordinator (Jun 2010 – Jan 2014) - As a Development Coordinator at a technical enterprise, I oversee and coordinate four Agile teams, each comprising 4 to 5 professionals, responsible for maintaining and enhancing a software solution designed for the identification and counting of tobacco (Scorpios) and hot beverages (Sicobe) at production lines for tax compliance purposes. My role involves ensuring efficient project execution, aligning development efforts with business objectives, and fostering collaboration between teams to optimize performance.

Senior Systems Analyst (Oct 2008 - Jun 2010) - As a Senior System Analyst, I played a key role in the design and development of a critical feature for the tax compliance solution in C++, enabling real-time identification of hot beverage products during production using Artificial Intelligence (AI).

Marcelo A. Bittencourt