

Curriculum Vitae
Marcelo Araujo Bittencourt

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Personal

Nationality: Brazilian

Date of Birth: 21/08/1975

Address: Route de Taillepied 107

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Graduation

Master in Computer Science, Universidade Federal Fluminense, Niterói, Rio de Janeiro.

Thesis: *CAM – Computer Aided Mining*. An intelligent system to help users to make Data Mining, based on graph's analysis and decisions tree. Duration: 3 years. Graduated in 2002.

Bachelor in Computer Science, Universidade Federal Fluminense, Niterói, Rio de Janeiro.

Duration: 4 years. Graduated in 1999.

Technician in microElectronic, graduated from Colégio 1º de Maio in cooperation with CEFET-RJ

Duration: 3 years. Graduated in 1994.

Certification & Training

- **PMP** (Number 1594346)
- **Product Management** ([PM3](#))

Work Experience

- **Sicpa Holding SA** (Prilly, CH) ([link](#))

- Sr Business Analyst - As BA, I do the contact with the different customers and users in order to identify their needs. Based in this, I write the requirement to customize our products. I also select the main requirements to add at the product level. One of the main products I have been working is the track and trace system for excisable goods a.k.a. [SICPATRACE®](#).

Since Jan'21

- Solution Delivery Manager - The SDM is responsible for managing projects from the requirements' collection until the delivery. The SDM works closely with the Product Owner (PO) and the agiles teams in order to guarantee the delivery of the project. The main project was a cloud based solution for serialization of Pharma products called [GENESIS](#). The product is composed of SaaS server and serialization/aggregation stations, so the producers could comply with the GS1 and market's regulation.

From Feb'17 to Dec'20

- **Sicpa Indústrias de Tintas e Sistemas** (Rio de Janeiro, BR) ([link](#))

- Project Manager for Brazilian [SICPATRACE®](#) SICOBE - 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.

From Jan'14 until Jan'17

- SW Development Team Coordinator - Responsible for four agile teams of 4 to 5 people each. We were responsible for the software side of a system to control tobacco and beverages production for tax purposes ([SICOBE](#) and [SCORPIOS](#))([Video](#)).

From Jun'10 until Jan'14

- Senior System Analyst - I developed a system for real-time product recognition using Artificial Intelligence (Support-vector machine). By developing, the project saves 3'000'000 EUR.

From Oct'08 until Jun'10

- **Comverse Kenan Brasil** (Rio de Janeiro, BR) ([link](#))

- System Analyst and Technical Leader - Working with C, C++, Java (J2ee, JavaBeans...) and XML (xml, xslt, xsd). Developing customizations for billing systems (Comverse ONE, Kenan BP, Kenan FX, RTB and CCBS) used by telecom companies.

From Jul'06 to Oct'08

- **BULL Brasil** (Rio de Janeiro, BR) ([link](#))

- Sr developer - programming with TCL and C++ for Ericsson Multi Mediation version BMP 5. The project is responsible for the mediation at Embratel Telecom.

From Nov'05 until Jun'06.

- **EDS Poland** (Warsaw, PL) ([link](#))

- Developer team leader - Worked with analysis and development of an extension on Kenan API for Telekomunikacja Polska S.A. The new API provided flexibility, security as well customizations. Written in ANSI C it had to be compatible with Windows and Unix. (System Kenan/BP version 11.0)

From Aug'03 until Jul'05.

Publications

- **'Time Series for Currency Exchange Rate of the Brazilian Real'**

with Frank C. Lin: Proceedings of the IEEE Conference on Computational Intelligence for Financial Engineering (CIFEr) ([link](#), [link](#))

New York, March 26-8, 2000.

Languages

- Portuguese (mother lang.)
- English (advanced)
- French (intermediate)
- Spanish (intermediate)
- Polish (Basic)

Skills

- Product Management
- Project Management (PMI)
- Eliciting and Managing Requirements
- Serialization, Track and Trace systems
- Pharma systems (GS1, GAMP, GxP)
- SW development, SaaS

Tools

- MS Project
- Sharepoint
- Jira
- BPMN
- Service Now
- Confluence

Marcelo A. Bittencourt