

Frederico Tadeu Rodrigues Gomes

Senior BI and Analytics leader driving strategic outcomes.

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PROFESSIONAL SUMMARY

Knowledge management and Business Intelligence professional with 10+ years of experience in multinationals, retail, and consulting across consumer goods, food, chemical, paper, energy and technology sectors. Turns data into strategic insights using SQL, Python, Power BI, Tableau and data pipelines, with strong integration experience across ERPs (SAP, TOTVS), e-commerce (VTEX) and supply chain systems (WMS, TMS). Uses Cursor (AI-powered IDE) to accelerate the development of analytical solutions and executive dashboards.

EDUCATION

MBA in Industrial Management Feb 2013 - Oct 2014

Universidade Tecnológica Federal do Paraná (UTFPR)

BSc in Industrial Engineering Jan 2008 - Dec 2012

Centro Universitário Eurípides de Marília (UNIVEM)

SKILLS

Technical skills: Demand Forecasting, Time Series Analysis, Statistical and Econometric Studies, Forecast Accuracy Monitoring, Exploratory Data Analysis, SQL, Python, VBA, Power BI, Data Pipelines, S&OP, Data Quality Management, Git

Soft skills: Analytical thinking, Storytelling with data, Team leadership, Communication, Results orientation, Problem solving, Continuous learning, Flexibility, Interpersonal skills

LANGUAGES

Languages: Portuguese – native; English – advanced

English Certification: Advanced Business English - ESSENTIAL IDIOMAS (Dec 2024)

English Certification: ESL Intensive - International Experience - Upper Madison College, Toronto, Canada (Dec 2016)

PROFESSIONAL EXPERIENCE

Business Intelligence & Data Analytics Manager Mar 2020 - Sep 2025

Samsung Electronics

- Led the Business Intelligence and Data Analytics project team for the eStore.
- Migrated all Excel reports to a data pipeline, reducing human interaction in report generation to nearly zero.
- Implemented Direct-to-Consumer (DtC) operations and established data architecture for the business.
- Served as a key user with extensive knowledge of VTEX data architecture and tools.
- Conducted trend analysis and market research utilizing GFK data.
- Directed the Business Intelligence team in structuring standardized reports for sales, marketing, CRM, and finance.
- Developed and managed Data Warehouse and data pipeline processes.

Senior Business Intelligence Specialist Apr 2019 - Mar 2020

Fast Shop S.A.

- Developed demand planning and forecast control routines using mathematical and statistical methods.
- Built analytical studies to support sales planning decisions and inventory optimization.
- Managed the Sales and Operations Planning (S&OP) process.
- Monitored forecast quality and planning indicators to improve model assertiveness and decision-making.
- Analyzed commercial and operational events to anticipate demand impacts.
- Optimized inventory by reconciling virtual stock with physical stock levels.
- Used DAX to create calculated fields and measures in Power BI.

Senior Consultant Jan 2018 - Apr 2019

Galeazzi & Associados

- Mapped and reviewed operational processes to improve efficiency.
- Analyzed service contracts and renegotiated shipping agreements to optimize costs.
- Organized inventory to streamline operations and improve accuracy.
- Developed tailored business solutions based on analysis, generating insights for decision-making.

Senior Consultant

Sep 2014 - Mar 2017

Modus Logística Aplicada

- Reduced delivery lead time from Distribution Centers to retail stores.
- Led a pilot project to implement Kanban for product replenishment in retail.
- Sequenced IT requests to enhance operational efficiency in retail.
- Mapped processes and identified cost reduction opportunities in the newsprint industry.
- Improved transportation zones to optimize logistics in the chemical sector.
- Implemented a new Distribution Center in Fortaleza (CE) for healthcare and food industries.
- Managed carrier bid activities to enhance logistics for healthcare and food sectors.
- Developed a Fleet Management Model to optimize operations in healthcare and food industries.
- Implemented routing software to improve delivery efficiency in healthcare and food industries.
- Optimized inventory management for metallic structures and cables in the electrical power industry.

Industrial Engineer

Aug 2013 - Feb 2014

Garça Motores Elétricos

- Managed the annual Production Management Plan aligned with organizational goals.
- Balanced production lines based on product seasonality.
- Developed training materials for employees.
- Built strong relationships with internal and external clients.

Production and Materials Planning Analyst

Jan 2013 - Aug 2013

Carino Ingredientes

- Directed the planning and scheduling of daily and weekly production activities.
- Administered supply chain operations through MRP systems to enhance efficiency.
- Created and presented KPI reports to senior management and directors.
- Employed the TOTVS Microsiga system to optimize workflows and data handling.

Production and Materials Assistant

Sep 2009 - Oct 2012

Brudden Equipamentos

- Spearheaded the establishment of new assembly lines to boost production efficiency.
- Modified layouts to facilitate better material flow and enhance operations.
- Rolled out Kanban methodology to streamline inventory processes.
- Served as a 5S evaluator, playing a key role in the implementation efforts.

COURSES & CERTIFICATIONS

- Power BI — DAX in Practice - IMPACTA, Nov 2025 (19 hours.)
- Data Analysis with Python - IMPACTA, Jul 2025 (32 hours. Period Jun 7 – Jul 26, 2025.)
- Big Data Science — Machine Learning and Data Mining - FIAP, Sep 2024 (32 hours.)
- SQL 2019 — Module I - IMPACTA, Jul 2023 (40 hours.)
- Power BI with Excel 2016 - IMPACTA, Jun 2019 (32 hours.)
- VBA Programming (Visual Basic for Applications) - Clarify, Oct 2018 (40 hours.)
- Microsoft Excel Advanced — Module 3 - Clarify, Sep 2018 (40 hours.)
- Excel - SOS Excel, Dec 2009 (40 hours.)