

Frederico Tadeu Rodrigues Gomes

Senior Business Intelligence and Data Analytics Leader

PERSONAL INFORMATION

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ABOUT ME

Knowledge management and Business Intelligence professional with more than 10 years of experience in multinationals, retail, and consulting across consumer goods, food, chemicals, paper, energy and technology. Turns data into strategic insight using SQL, Python, Power BI, Tableau, data pipelines, automation with n8n and Docker-based reproducible environments, with strong integration across ERPs (SAP, TOTVS), e-commerce (VTEX) and supply chain systems (WMS, TMS). Uses modern development workflows with AI support to accelerate analytical solutions and executive dashboards, with strengths in analytical thinking, data storytelling, team leadership, communication, results orientation, problem-solving, continuous learning, flexibility and interpersonal skills.

EDUCATION

MBA in Industrial Management - NFQ Level 9 2014

Universidade Tecnológica Federal do Paraná (UTFPR)

BSc in Industrial Engineering - NFQ Level 8 2012

Centro Universitário Eurípides de Marília (UNIVEM)

WORK EXPERIENCE

Business Intelligence and Data Analytics Manager Mar 2020 - Sep 2025

Samsung Electronics

Led BI and data analytics for the eStore; improved automation, margin controls and forecast accuracy.

- Led BI for the eStore; replaced Excel reporting with automated ETL and pipelines, cutting manual work by about 90%.
- Met commercial margin rules in full (100%), removing below-target sales; improved Mobile sell-out forecast accuracy by about 15%.
- Built direct-to-consumer analytics; deepened VTEX data work and used GfK for market analysis.
- Standardised reporting for sales, marketing, CRM and finance; managed the data warehouse and pipeline operations.

Senior Business Intelligence Specialist Apr 2019 - Mar 2020

Fast Shop S.A.

Demand planning, forecasting and S&OP with faster access to trusted metrics.

- Cut daily S&OP meeting time by 50% (4 hours to 2) through sharper dashboards and near-real-time data.
- Built demand planning and forecast routines using quantitative methods; improved stock alignment.
- Ran S&OP and forecast-quality indicators; analysed commercial and operational events for demand impacts.
- Used DAX for Power BI measures; reconciled virtual stock with physical stock.

Senior Consultant Jan 2018 - Apr 2019

Galeazzi & Associados

Management and performance consulting on process improvement and logistics costs.

- Cut logistics spend by BRL 11.7m on freight through contract renegotiation and operational changes.
- Mapped end-to-end processes; redesigned workflows and staffing, raising productivity by about 8% where measured.
- Restructured stock policies and controls, reducing stockouts by about 25% and improving shelf availability.
- Built executive views on freight, stock and service levels.

Senior Consultant

Sep 2014 - Mar 2017

Modus Logística Aplicada

Logistics and supply chain consulting across retail, paper, chemicals, healthcare, food and energy.

- Repositioned the Fortaleza (CE) distribution centre with AutoCAD layout work, lifting regional demand by about 20% while expanding margin.
- Shortened DC-to-store lead times; piloted Kanban in retail; optimised freight zones (chemicals) and routing software (healthcare and food).
- Led carrier tenders and improved fleet design for healthcare and food; improved stock for metallic structures and cables (energy).

Industrial Engineer

Aug 2013 - Feb 2014

Garça Motores Elétricos

Production planning and industrial engineering on the shop floor.

- Rebalanced assembly lines with AutoCAD layouts, removing stockouts and raising finished-goods availability by about 14%.
- Owned the annual Production Management Plan, aligning capacity, materials and seasonality with sales and operations.
- Worked with teams and suppliers to stabilise lead times and align engineering changes with the master production schedule.
- Prepared training on methods and standards; improved communication with internal clients and suppliers on delivery.

Production and Materials Planning Analyst

Jan 2013 - Aug 2013

Carino Ingredientes

Production planning and supply chain execution with disciplined MRP data.

- Cleaned the MRP database end-to-end, removing all discrepancies (100%) and restoring reliable BOM, routing and stock records.
- Ran daily and weekly production scheduling and material calls, aligning the shop floor with procurement and quality.
- Built KPI packs for senior management, covering service level, plan adherence and exception trends.
- Streamlined planning workflows on TOTVS Microsiga, reducing rework between production control, warehouse and shop floor.

Production and Materials Assistant

Sep 2009 - Oct 2012

Brudden Equipamentos

Hands-on manufacturing support and continuous improvement on the shop floor.

- Added about two hours of daily productive capacity through Kanban loops and 5S with visual controls.
- Commissioned assembly lines and updated shop-floor layouts in AutoCAD to shorten internal transport and balance workloads.
- Acted as 5S auditor, coaching teams on workplace organisation and sustaining standards after each wave.
- Supported materials sequencing and line feeding so Kanban signals matched consumption, cutting line stops and rework.

ADDITIONAL INFORMATION**English Exchange Program**

Jul 2026 - Feb 2027

NED College, Ireland

Studied English part-time while working as a freelancer, developing intercultural communication and adaptability skills in an Irish work environment.

English Exchange Program

Sep 2017 - Dec 2017

Upper Madison College, Canada

Studied English in a full-time immersion program, enhancing language proficiency and cross-cultural awareness.