

# 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. Turns data into strategic insights using SQL, Python, Power BI, Tableau and data pipelines, with strong integration across ERPs (SAP, TOTVS), e-commerce (VTEX) and supply chain systems (WMS, TMS). Uses modern development workflows with AI assistance to accelerate analytical solutions and executive dashboards.

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## 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)*

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## 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

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## 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)

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## PROFESSIONAL EXPERIENCE

### Business Intelligence & Data Analytics Manager

Mar 2020 - Sep 2025

*Samsung Electronics*

- Led the Business Intelligence and Data Analytics function for the eStore; replaced Excel-heavy reporting with automated ETL and data pipelines, reducing manual intervention by approximately 90%.
- Secured full compliance (100%) with commercial margin rules, eliminating below-target transactions; improved Mobile division sell-out forecast accuracy by about 15%, sharpening demand planning.
- Launched Direct-to-Consumer analytics and data foundations; deep expertise in VTEX data architecture; applied GFK data for market insight.
- Directed standardized reporting for sales, marketing, CRM, and finance; supervised Data Warehouse and pipeline operations.

### Senior Business Intelligence Specialist

Apr 2019 - Mar 2020

*Fast Shop S.A.*

- Cut daily S&OP meeting cycle time by 50% (from 4 hours to 2 hours) through sharper dashboards and near-real-time operational data.
- Built demand planning and forecast control routines using quantitative methods; improved inventory alignment and planning decisions.
- Oversaw the Sales and Operations Planning (S&OP) process and forecast-quality indicators; analyzed commercial and operational events for demand impacts.
- Applied DAX to create calculated fields and measures in Power BI; reconciled virtual stock with physical stock.

**Senior Consultant**

Jan 2018 - Apr 2019

*Galeazzi & Associados*

- Reduced logistics expenses by BRL 11.7 million on freight accounts through strategic contract renegotiation and operational efficiency.
- Mapped and reviewed end-to-end operational processes; redesigned workflows and staffing in targeted areas, contributing to productivity gains of about 8% where measured.
- Restructured inventory policies and controls, cutting stockouts by about 25% while improving accuracy and shelf availability for planning.
- Produced tailored analytics and decision-ready views for executives, linking freight performance, inventory positions and service levels.

**Senior Consultant**

Sep 2014 - Mar 2017

*Modus Logística Aplicada*

- Repositioned the Fortaleza (CE) distribution center in the Northeast, lifting regional demand by about 20% while expanding operating margin.
- Shortened DC-to-store lead times; piloted Kanban replenishment in retail; optimized freight zones (chemicals) and routing software (healthcare and food).
- Directed carrier bids and enhanced fleet and transportation design for healthcare and food; improved inventory for metallic structures and cables (power sector).

**Industrial Engineer**

Aug 2013 - Feb 2014

*Garça Motores Elétricos*

- Rebalanced assembly lines to technical and demand constraints, eradicating stockouts and increasing finished-goods availability by about 14%.
- Owned the annual Production Management Plan, synchronizing capacity, materials signals and seasonality with sales and operations stakeholders.
- Partnered with internal teams and suppliers to stabilize lead times and align engineering changes with the master production schedule.
- Authored training materials on methods and standards; strengthened communication with internal clients and external partners on delivery expectations.

**Production and Materials Planning Analyst**

Jan 2013 - Aug 2013

*Carino Ingredientes*

- Sanitized the MRP database end to end, eliminating systemic discrepancies entirely (100%) and restoring trustworthy BOM, routing and stock records for planning.
- Directed daily and weekly production scheduling and material calls, aligning the shop floor with procurement and quality constraints.
- Built and presented KPI packs to senior management and directors, highlighting service level, adherence to plan and exception trends.
- Streamlined planning and execution workflows on TOTVS Microsiga, reducing rework between PCP, warehouse and shop-floor teams.

**Production and Materials Assistant**

Sep 2009 - Oct 2012

*Brudden Equipamentos*

- Expanded productive capacity by roughly two hours per day by rolling out Kanban loops and 5S standardization with visual controls on the shop floor.
- Commissioned new assembly lines and revised layouts to shorten internal transport paths and balance workloads across stations.
- Served as a 5S auditor, coaching teams on workplace organization, discipline during audits and sustainment of standards after each wave.
- Supported materials sequencing and line feeding so Kanban signals matched actual consumption, reducing line stops and rework.

**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.)