

LEANDRO ANDRADE

Head of Data, BI & Digital Transformation

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EXECUTIVE SUMMARY

Data & Digital Transformation executive with 19+ years leading Business Intelligence, Analytics, and Project/Product organizations across insurance, telecom, energy, and consulting. Track record building and scaling data-driven squads, reporting directly to C-level stakeholders, and driving enterprise-wide governance, data privacy (LGPD/GDPR), and agile delivery. Cambridge- and MIT-trained leader recognized as a Relevant Leader by MIT CNEX (2024).

CORE COMPETENCIES

- Data Strategy & Governance (DDDM)
- Business Intelligence & Advanced Analytics
- Digital Transformation Leadership
- Data Privacy & Protection (DPO, LGPD, GDPR)
- Agile & Project/Product Management (Scrum, PMI, Kanban)
- C-Level & Cross-Functional Stakeholder Management
- Team Leadership & Squad Building
- Process Mapping & Solution Design

PROFESSIONAL EXPERIENCE

Head of Business Solutions (Data) | *inQuesti*

Sep 2023 – Present

- Lead the firm's data practice, directing project teams of Product Owners, Technical Leads, Architects, and Project Managers delivering data and analytics solutions across multiple client sectors.
- Act as primary point of accountability for client engagements, translating business needs into scalable data strategies and solution roadmaps.

Head of BI Squads & Project Manager | *Zurich Insurance / Santander*

Jan 2022 – Aug 2023

- Led four BI delivery squads responsible for enterprise reporting and analytics products, reporting directly to C-level leadership.
- Directed the analytics technology stack (Azure Power BI, Qlik Sense, AWS Ads, Salesforce), standardizing delivery practices across business units.

Manager – Projects, BI, Commercial & Marketing | *Surf Telecom*

Jul 2020 – Dec 2021

- Managed the full project portfolio spanning telecom, BI, commercial, and marketing initiatives, reporting directly to C-level leadership.
- Delivered approximately 1,500 project hours per month across blended remote and on-site teams.

Business Intelligence Coordinator | *Claro (via EAI Brasil)*

Apr 2019 – Jul 2020

- Led the BI team supporting 27 business areas, delivering 450+ report types and an average of 6,000 reports per month.
- Sustained 98%+ on-time delivery efficiency against planned SLAs.

Digital Transformation Coordinator | *SKY*

Mar 2017 – Mar 2019

- Led SKY's digital transformation project team, driving indicator and field-operations improvements across sales and service.
- Bridged business, IT, and operations teams to raise project management maturity and quality standards.

Project Manager | *Raízen*

Nov 2011 – Dec 2016

- Managed development projects for the contracts/store business unit, leading mixed teams across SAP, .NET, SharePoint, UC4, and GED technologies.
- Beyond scope, time, and cost delivery, proposed process and control innovations as part of solution design.

Project Leader | *Spread Tecnologia*

Mar 2007 – Nov 2011

- Progressed into technical leadership, designing solutions and connecting developers, analysts, and business stakeholders.

EDUCATION

- Business Analytics (Spec.) – Cambridge Judge Business School, 2025

- Leading Digital Transformation (Spec.) – MIT (Massachusetts Institute of Technology), 2020
- MBA in Business Management – Fundação Getúlio Vargas (FGV), 2018
- BSc, Information Systems – Anhanguera Educacional, 2009
- Technical School – Fundação Bradesco, 2005

CERTIFICATIONS & ADDITIONAL TRAINING

- Data-Driven Decision Making (DDDM) – Cambridge Judge Business School, 2024
- Data Protection Officer (DPO) – PUC-Campinas, 2023 (LGPD & GDPR)
- Agile Coach – Uniagil, 2020
- Scrum – Concrete, 2018 (80h)
- Traditional & Agile Project Management – Unicamp, 2018 (40h)
- Team Management, Leadership & Performance – Unicamp, 2015
- Negotiation Techniques – Fundação Bradesco, 2013

RECOGNITION

- Relevant Leader 2024 – MIT CNEX

TOOLS & PLATFORMS

BI & Analytics: Power BI, Tableau, Qlik Sense, Alteryx, SAP BW, Data Warehousing

Data & Architecture: SQL / PL-SQL, Enterprise Architecture, UML

Project & Agile: PMI, Scrum, Kanban, XP, Microsoft Project

Enterprise Platforms: SAP, Salesforce, Microsoft Azure, AWS