# FERNANDO FARIA

**Executive Vice President, Impact Group | Digital Advisor @ MEDMEP & FL Consulting | Board Member | CCA, IBGC**

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## PROFESSIONAL SUMMARY

Accomplished executive with over 30 years of extensive experience in Information Technology, serving as CIO, C-Level Executive, and Certified Board Member (CCA, IBGC). Proven track record leading strategic technology initiatives, governance, and digital transformation across highly complex corporate ecosystems. Combines deep technical expertise with business acumen gained at global tech giants (IBM, Oracle, SAP), driving corporate innovation that aligns directly with bottom-line results. Expertise spans IT architecture modernization, end-to-end ERP implementation and selection, and sustainable technology lifecycle management. Active member of IBGC (Strategy & Innovation Committee and Dialoga Tech), bridging technical excellence with enterprise governance, scalability, and business continuity.

## CORE COMPETENCIES & CERTIFICATIONS

**Key Skills:** IT Strategy & AI Innovation, Digital Transformation, IT Governance, ERP & Enterprise Architecture.

**Languages:** Portuguese (Native), English (Bilingual), Spanish (Bilingual).

**Education:** Master's in Information Technology; Bachelor's in Business Administration (IT focus).

**Certifications:** Board Member Certification (CCA IBGC), SAP Alumni Award, ESG Committee, Design Thinking (Stanford DT School).

## PROFESSIONAL EXPERIENCE

**Executive Vice President, Brazil** — **Impact Group** Apr 2026 – Present | São Paulo, SP

- Strategic executive leadership responsible for high-level market positioning and commercial expansion of Impact Group in Brazil.
- **Ecosystem Orchestration:** Built and managed a robust network of strategic alliances, global system integrators, and local stakeholders to accelerate market presence.
- **Business Development:** Led executive-level negotiations and established high-impact partnerships with C-suite leaders and Board members.
- Spearheaded cross-border operations between Spanish headquarters and the Brazilian business unit to successfully localize global service offerings.

**Committee Member & Certified Board Member (CCA)** — **IBGC** Jul 2019 – Present | São Paulo, SP

- **Strategy and Innovation Committee Member** (Feb 2026 – Present): Promoting best practices in tech governance; leading the working group evaluating AI's impact on enterprises and board governance.
- **Dialoga – Technology Member** (Mar 2026 – Present).
- Drive integration of technological innovation into core corporate governance, focusing on digital culture, risk management, and long-term business sustainability.

**Advisory Board Member & Director** — **FL-LAHAM Business Consulting** Jan 2017 – Present | São Paulo, SP

- Strategic advisory leadership focusing on technology governance and digital transformation initiatives.
- Advising family-owned enterprises, guiding leadership through succession planning and generational transitions.

**Advisory Board Member – Digital Consultant** — **MEDMEP** Dec 2017 – Present | São Paulo, SP

- Advising on digital strategy and technology integration for personalized medicine excellence.

## PROFESSIONAL EXPERIENCE (CONTINUED)

**Ethics Committee Member** — **Enginebr** Aug 2023 – Feb 2026 | São Paulo, SP

- Oversaw corporate ethics, compliance policies, and governance standards across organizational business units.

**Director of Marketing & Strategic Alliances** — **Almaviva Solutions** Apr 2024 – Sep 2025 | São Paulo, SP

- Led Marketing and Alliances department to foster strategic partnerships with software vendors and distributors, delivering innovative solutions to clients.
- Developed strategic partner relationships with key market players to drive indirect revenue growth and accelerate client digital transformation.
- Collaborated cross-functionally to ensure channel solution alignment with emerging market trends.

**Director of Marketing, Partnerships & Solutions** — **MAGNA SISTEMAS** Nov 2022 – Mar 2024 | São Paulo, SP

- Managed Marketing and Partner/Channel networks to deliver innovative solutions built on strategic partner technologies across diverse business sectors.

**CRA-SP Representative for the City of São Paulo** — **Regional Administration Council of SP** Jun 2022 – Oct 2023 | São Paulo, SP

**IT Governance Committee / Management Consultant** — **Panco** May 2018 – Oct 2022 | São Paulo, SP

- Provided technical and business consulting (ERP vendor selection, SAP S/4HANA + IBP project go-live implementation) and advised the COO on enterprise architecture strategy.

**Associate Partner – Digital Innovation** — **Bizup - Business Leverage** Dec 2017 – Apr 2020 | São Paulo, SP

**Business Development Executive** — **SAP** Aug 2014 – Nov 2017 | São Paulo, SP

- Spearheaded market and business development (Public Sector, Education, Healthcare) across Latin America and the Caribbean. Led strategic initiatives to expand enterprise solution adoption in regional ecosystems.

**Business Development Executive** — **Oracle** Jul 2010 – Aug 2014 | São Paulo, SP

- Responsible for enterprise solution development. Served as representative for the Global "Smart City" initiative, structuring inclusion programs for major Latin American cities into "Living Labs Global".

**Business Development Executive** — **IBM Brazil** Jun 2009 – Jul 2010 | São Paulo, SP

- Developed integrated solutions and strategic partnerships. Led the "Smart City" program in Brazil, including the Southern Hemisphere's first deployment via the Rio Operations Center (COR) project.

## EARLIER CAREER EXPERIENCE

- **Consulting Director** — BRISA Association for IT Development (Apr 2003 – Jun 2009)
- **Application Support Manager** — Lucent Technologies (Apr 1999 – Mar 2003)
- **Business Systems Manager** — Gtech Holdings (Apr 1996 – Mar 1999)
- **Business Consultant** — Stefanini Consulting (1994 – 1995)
- **Support Engineering Supervisor** — Unisys (Oct 1981 – Mar 1993)

## EDUCATION & PROFESSIONAL CREDENTIALS

- **Corporate Director Certification (92nd Edition)** — IBGC - Brazilian Institute of Corporate Governance (2019)
- **Master of Science (M.S.) in Information Technology** — PUC-Campinas (2000 – 2004)
- **Postgraduate Specialization in Information Technology** — Universidade Paulista / UNIP (1997 – 1999)
- **Bachelor of Business Administration (B.B.A.) in Business & Technology Management** — Faculdade Ítalo-Brasileira (1982 – 1986)