Daniel Motta

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Highly qualified Professional targeting opportunities to lead change in organizations, with 15+ years of experience working in strategic executive positions on areas of competitive intelligence, business intelligence and customer strategy, career and skills developed in the retail banking industry,.

Experience with design and implementation of organizational change projects, as well as the development of products and customer strategy for CAIXA ECONOMICA FEDERAL, the largest 100% government-owned financial institution in Latin America and the third largest bank in Brazil in assets.

📈 Experience (CAIXA ECONOMICA FEDERAL)

2017-06 - present

Senior Advisor

Competitive Intelligence

- Manage the planning and development of design and procedures for metrics reports
- Develop new reports and delegates tasks to team members
- Perform market analysis to efficiently evaluate what services/products are more profitable or not for each client
- Investigate and conducted study on forecasts, demand, and capital for product

Main accomplishment up to now :

- Design and implementation of the costumer strategy conceptual model and development a new methodology for elaboration and implementation of strategies, making more agile.

2014-08 - 2017-04

Team Coordinator

Competitive Intelligence

- Responsible for the implementation of the Competitive Intelligence Unit for the Retail segment within the bank, developing models for competitive analysis to assist the Vice-President and other Senior Officers in the decision making process.
- Direct supervision of a 15 member team working in competitive and business analysis, recognized for having one of the highest level of maturity in competitive intelligence within the company.

2011-11 - 2014-08

Team Leader

Competitive Intelligence

- Worked at the bank channel Intelligence unit, leading a team of 5 professionals responsible for channel strategy for commercial banking.

Main achievements during this period include:

- The design and implementation of a integrated model for sales campaigns at different bank channels, such as ATM, remote services, internet banking and traditional branches.
- The design and implementation of a productivity model, which served as a tool for staff sizing within the company's commercial department. The model included more than 50 variables and was used by the entire network of branches, being a reference for resizing programs.
- Coordination of the implementation team that redefined the Customer Relationship Model in 2013. This work involved the reorganization of customer service and relationship strategy for the bank branches, defining branch typology and size, flows, processes and employee training.

2008-11 - 2011-11

Adminsitrative Manager

North Brasilia headquarter

- Responsible for back office and operations supervision for the bank's regional headquarter in Brasilia, including HR operations, staff training and performance evaluation of a team of 1500 employees in more than 60 branches across the city.

2007-07 - 2008-11	**Account Manager**
	Lago Norte Branch
	• Management of the customer portfolio, implementing commercial strategies for customer acquisition and loyalty.

2005-04 - 2007-06	**Business Assistant**
	Conjunto Nacional Branch
	Responsible for customer acquisition and loyalty in one of the bank's branch.

🎓 Education

| 2019-12 - present | **IBF - Master of Business Administrarion (MBA)** |
| | Data Science with emphasis in Big Data |

| 2013-10 | **ESAB - Master of Business Administrarion (MBA)** |
| | Business administration with emphasis in Banking Estrategy |

| 2012-12 | **IESB - Bachelor in Law** |

🤝 Skills

Retail Banking

Strategic Intelligence

Business Strategy

Machine Learning

Microsoft Office

SQL and SAS

Web development tools

🚩 Languages

Portuguese

English

Spanish