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Caldas da Rainha - Portugal

Senior Project Manager | IT Manager

Project Management & PMO | Program & Portfolio Management |
Digital Evolution & Change Management

HOW I ABSTRACT MYSELF PROFESSIONALLY

- Thank you for your interest in my journey. I am Brazilian, living in Portugal since last year. Experienced professional with many years in leadership and consulting positions, in the Consumer Goods, Banking and Financial Markets, Retail and others, with extensive technical degree in the disciplines of market strategy, business management and information technology, certified in project management (PMP).
- Having more than thirty recommendations over the last 19 years on LinkedIn, 50% of them in the last six years, I summarize myself professionally as Senior Project Manager, Portfolio, Program & Project Management Specialist, Strategic PMO Expert, Digital Evolution Advisor and PMI Volunteer.
- My specialties are people leadership and team building, improving business processes and organizational structures through effective project & change management and technological solutions aligned with organizations' purposes, and systemic vision, taking care of all project's boundaries, maintaining high quality for customer satisfaction.
- I have always been involved in large investment projects with high-impact risks and have a strong ability to observe the environment, translate business opportunities into corporate strategies, transform them into corporate projects, propose, and manage the allocation of necessary resources for execution.
- I have skills in determining and achieving goals through the development and motivation of the work team. I am adaptive, flexible, creative. I am always concerned about the focus of internal and external clients / customers.

WHAT I'VE BEEN DOING RECENTLY

- In the middle of 2023, I moved to Portugal to start a new life, providing to my daughter the opportunity to experience new cultures here in Europe, so do I in my field, Project management and Information Technology delivering value for organizations. I am open to work at Lisbon or remote.
- Nowadays I am serving PMI Portugal as volunteer, responsible for innovating, developing, and consistently delivering communication that facilitates the engagement of the Project Management community with the PMI Portugal Chapter.
- I have also taken advanced courses in Artificial Intelligence to both enhance project management techniques and support the development of solutions for business optimization.

WHERE I'VE IMPROVED TECHNICALLY

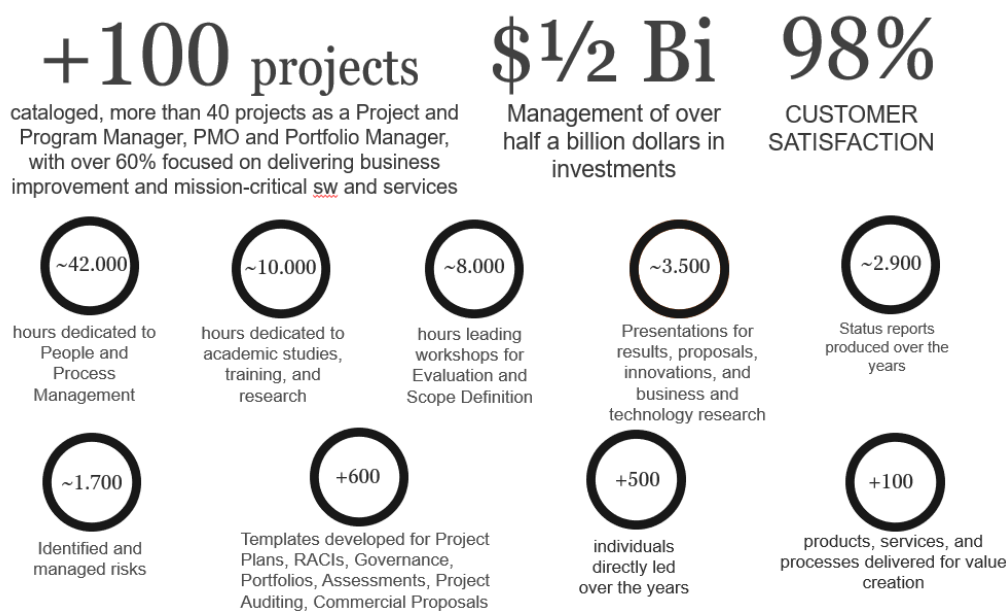
- MBA – Economy: Market Strategy – FGV (São Paulo, Brazil) – 2017
- PMP - Project Management Professional certification – PMI Institute (USA) - 2007
- Entrepreneurial management and technological innovations post-graduation – ESPM (São Paulo, Brazil) – 2006
- Project Management post-graduation – IETEC (São Paulo, Brazil) – 2002
- E-business specialization – UCI (Irvine, USA) – 2001
- MBA – Executive in Computing Science – PUC (São Paulo, Brazil) – 2000
- Information Technology bachelors – Positivo University (Curitiba, Brazil) – 1995

COMPANIES THAT I HAD BEEN WORKING

- **2022 - August 23: Act digital** – *Key Account and Service Delivery Executive* - Until my life changing and come to Portugal, I led three huge IT projects simultaneously, managing approximately +40 people in three Squads, in addition to avoiding two breaches of contract and reversing losses in revenue.
- **2020 - 22: Cassol Centerlar** - *Head of Planning and Innovation* - Cassol Centerlar invited me to deliver their Marketplace platform. It was a big challenge for the available time - four months. After the success of marketplace launched, I was invited to establish a Portfolio Organization and deliver a project management methodology for new projects. In the first year, I managed + \$60 MM in investments with a breakeven average of 3 to 5 years, in addition to having facilitated the delivery of + \$15 MM between cost reduction and additional revenue generation in the three main sales channels – digital, direct sales and stores.

- **2018 – 19: EY - Ernst & Young Advisory – Delivery Director.** My second experience working for a Big Four. In the period I was there, I delivered a PMO organization for Mondelez Brazil, acting as Director for the executive management of 5 engineering programs for innovation, updating and transfer of production lines (investments greater than USD \$100 MM), reporting to the Partner in Brazil and to the leadership responsible for the account in the USA.
- **2016 – 18: Career break.** I enjoyed this time to review my position in life and my professional path. I could study, travel, experience another culture in Australia, improve my English and establish new purposes for future.
- **2016: Sascar (Michelin Group company)** - a short experience as *Software Development Manager*, but it was enough to promote an Assessment and share recommendations for the Software Factory. Friends until nowadays.
- **2010 – 15: Boticario Group - Projects and Portfolio Coordinator (2010-12) / IT Senior Consultant (2012-15)** - I had been working there for 5 years. It was an exciting time in my career. Two accomplishments that fill me with pride include my role as a PM instructor, where I had the privilege of sharing my knowledge with over 300 colleagues, and my tenure as a PMO for the Multibusiness program during the pivotal transition from O Boticario to Boticario Group.
- **2009 – 10: Wipro – Transition Manager** – Working for Wipro I was responsible for the due diligence and processes transitions in the implementation of Business Process Outsourcing at Ambev, my client that time.
- **2006 – 09: PWC - PricewaterhouseCoopers – Supervisor (2006-07) / Manager (2007 – 09).** First time working at a Big Four, I spent three years managing projects in different areas, mostly in Finance. I also set up project management offices (PMOs), developed proprietary methodologies for clients and taught Project Management.
- **2003 – 06: Cielo – Project Specialist** - As a PMO, my main job was to launch a new system for processing Visa card transactions and manage smaller projects.
- **1995 – 2003: Hewlett-Packard – Technical Consultant** - My first amazing job. I worked there for 7 years, and I grew up, acquiring soft and hard skills. I am very thankful to have started my IT career there.
- **PMP for 17 years**, with well-established knowledge in waterfall methodology and agile frameworks, as well as hybrid project management models.
 - Proficient with project support technologies such as Microsoft 365 platform, MS Teams, Azure DevOps, Google Docs, Slack, MIRO, Jira, Confluence, MS Project, Monday, ChatGPT and others: Visio, Bizagi, Canva, Wix Studio.
- Please visit my [profile](#) at LinkedIn for detailed data and entire access to my professional journey, or my website patricialiden.com for additional information.

SOME ACHIEVEMENTS



People Management	●●●●●
Project Delivery Methods, tools and techniques	●●●●●
Contract Management	●●●●●
Change Management	●●●●●
Team Building	●●●●●
Communication	●●●●●
Portuguese	●●●●●
English	●●●●●
Spanish	●●●●●
SW Dev Management	●●●●●
Business Strategy / OKRs	●●●●●
Business Improvement and Ops	●●●●●
Tools – MS Project, MS 365, Jira, Confluence...	●●●●●

REFERENCES

- **Cristina Barradas** – VP of Marketing – PMI Portugal: +351 919 227 319 → [LinkedIn](#)
- **Edigar Limeira** – Delivery Head – Brazil: +55 11 9 9223 4059 → [LinkedIn](#)