

Contact

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Top Skills

Deep Learning

Inteligência artificial para negócios

C++

Languages

English (Native or Bilingual)

Spanish (Native or Bilingual)

Portuguese (Native or Bilingual)

Certifications

ChatGPT: Perfecting Your Output
with Templates in Prompts

Professional Scrum™ with User
Experience I (PSU I)

CS50's Introduction to Computer
Science

Professional Scrum Master™ I (PSM
I)

CS50's Introduction to Artificial
Intelligence with Python

Publications

Analysis of the strategic planning
process in companies: a multiple
case study in national information
technology companies

How Non-Developers Can Use
Artificial Intelligence to Boost Their
Career and Business (Tiny Books
with Great Knowledge and Insights)

From the Screen to the Metaverse:
Building a Virtual Business Empire
(Tiny Books with Great Knowledge
and Insights)

Bibliometric Study of Scientific
Production on Risk Management
between 2000 and 2012

Maicol de A. e Peixe, MBA, MSc.

VP of Operations | CTO | | AI Agent Architect | Software Engineering
& AI Strategy | LATAM & US | P&L Management | Harvard
Computer Science for Artificial Intelligence | PSMI | PSPOI | PSUI |
International MBA | MSc

São Paulo, São Paulo, Brazil

Summary

Dynamic executive leader with 20+ years of experience overseeing high-impact operations, strategic growth, and digital transformation for multinational technology organizations. Expert in managing large, multicultural teams (250+ engineers) and driving business expansion across LATAM, the US, and 30+ countries. Proven record in full P&L ownership, budget management (> \$10M), resource planning, and building performance-oriented teams while accelerating innovation through AI, Generative AI, and digital platforms. Pioneered the adoption of AI-first mindset within the company, leading cultural transformation by introducing innovative AI tools, knowledge, and strategic concepts to enhance operational efficiency and business innovation. Experience deploying AI/ML or GenAI solutions in production environments. Experienced in end-to-end business development: from defining go-to-market strategies and building new offices to leading contract negotiations and fostering best-in-class customer and stakeholder partnerships. Adept at deploying scalable processes, talent engagement programs, and KPI-driven performance management, always with a focus on operational excellence and sustainable growth. Fluent in English, Spanish, and Portuguese, with a strong academic foundation — Executive MBA (Brazil, France, UK, China, USA), Master's in Strategic Planning, and a certification in Computer Science for Artificial Intelligence from Harvard University. Recognized for institutional representation, public speaking, and delivering measurable impact in technology, financial, and digital segments. Open to collaborating with organizations aiming to boost their presence, talent, and results in the LATAM region and beyond. Let's transform complex challenges into business opportunities together. Count on BRISA for innovative solutions and excellence in technology.

Experience

BRISA Sociedade para o Desenvolvimento da Tecnologia da Informação

23 years 5 months

LATAM & US Operations, Executive Vice-president, AI Agent Architect
May 2021 - Present (5 years 1 month)

São Paulo

Promoted from Senior Director to my current role on May 14. I lead a multidisciplinary and multicultural team of over 250 engineers, responsible for Software Development, Software Quality, Innovation, Product Creation and Roadmap, Digital Marketing, and the integration of AI and Generative AI technologies and tools across Software, Marketing, and Sales.

- * Oversaw operations and strategic growth in LATAM & US, managing budgets exceeding \$10M and driving the company's international expansion, including the setup of new offices and full regional P&L responsibility.

- * Pioneered the cultural shift to an AI-first mindset, implementing advanced AI solutions (ChatGPT, OpenAI models, Copilot) and elevating operational efficiency and innovation.

- * Developed and led scalable processes for recruitment, onboarding, and talent retention, successfully decreasing attrition and improving team performance across multiple countries.

- * Represented the company in global forums, with recognized presentations (e.g., LGE Korea HQ), government and university lectures, and international negotiation of contracts and partnerships.

- * Consistently delivered measurable results: doubled company budget in five years, expanded the business to over 30 countries, and was awarded by global clients for quality and productivity.

Operational Director (Software Development, Software Quality and Sales)

July 2008 - May 2021 (12 years 11 months)

Promoted from Senior Manager to the current position on July 27th.

Responsible for budget over 10 million dollars applied to the development

of Software and Processes Solutions, Management of decentralized teams in different sites for projects overseas across 30 different countries, the leadership of 220 engineers. Main responsibilities: business development, contracts dealing, solutions builder, process innovation, digital marketing strategy, infrastructure management and optimization, management of software development, quality control, and digital marketing projects. Responsible for contract negotiation, proposals development, financial forecast, management and control, risk analysis, human resource strategies, processes management, and improvement.

Senior Project Manager

January 2003 - July 2008 (5 years 7 months)

Managed a \$2 million budget leading software and process development, responsible for a multicultural team of 20 engineers and delivery of over 40 mobile applications. Directed projects focused on technological innovation and infrastructure while ensuring high quality and timely delivery. Led contract negotiations, proposal development, financial planning, and risk management. Drove human resource strategies and continuous process improvements. Implemented Agile methodologies to boost team efficiency and supported certification initiatives to raise development standards. Played a key role in expanding client portfolio and strengthening internal processes, contributing to increased productivity and stakeholder satisfaction.

Wiz

Project Manager

2002 - 2003 (1 year)

Responsible for the revenues of more than 5 (five) million dollars in a start-up aimed at development of mobile Software and Processes Solutions, Management of teams, deployment over 100 mobile applications overseas for all continents. Main activities: business development, solutions builder, infrastructure and project management. Responsible for contracts negotiation, proposals development, business model development, financial forecast, management and control, risk analysis, human resource strategies, processes management and improvement.

PanoramaBrasil

Project Coordinator

1999 - 2002 (3 years)

Responsible for the development of web and desktop solutions for several companies. Team of 12 engineers, 2 designers and 3 IT architects. The result

was 30 solutions including the biggest web journal in the world published simultaneously in three languages.

Bank Boston

Analyst of Development

1998 - 1999 (1 year)

Home Broker integration, Web Interface to calculate and present income taxes, development of internal content management solution, architecture, and analysis of implementations with the team of architects.

Education

Harvard University

Computer Science for Artificial Intelligence · (January 2022 - December 2024)

Universidade de São Paulo / USP

Master's degree, Business Administration and Management,
General · (2013 - 2014)

USP/FIA - MBA International Executive

MBA, International Executive · (2007 - 2008)

emlyon business school

MBA, Business in Europe · (2008 - 2008)

Cambridge Judge Business School

MBA, Executive MBA Programme · (2008 - 2008)