

# Leonardo Hissanaga

## Senior Consultant

### Background

- Leonardo has **6 years of consulting experience** with **The Boston Consulting Group** and BC Strategy, advising client executive teams and senior management in LATAM, the Middle East and Australia
- As part of his work at BC Strategy, Leonardo spent **2 years with Coles**, supporting the Own Brand division develop and implement cross-category growth strategies in order to meet ambitious revenue targets
- Prior to joining consulting, Leonardo worked as a **Project Manager for Uber**, focused on improving user experience to partner drivers and riders and optimizing overall support costs, as well as **Hyundai**, working on Brand Strategy and Market Insights
- Leonardo graduated from the University of São Paulo with a degree in Business Management and has also completed a 2-year **MBA at Seoul National University**

### Sample Project Experience

- **Retail – Growth strategy:** Supported the private label division of leading grocery retailer in Australia in the delivery of a range of strategic projects. Example support included the development of strategy and implementation roadmaps for, Premium and entry-level ranges, Own Brand Health range and plant-based range. Conducted multiple category acceleration plans focused on accelerating private label penetration
- **Financial Services – Corporate strategy:** Managed and executed initiatives for the financial advice BU of a leading financial services company in Australia. Initiatives covered a wide array of topics such as Operations, People & Organization, New Business Development, Growth among others
- **Energy – Innovation strategy:** Participated in the development of the innovation strategy and ecosystem of a major Colombian energy utility company with operations across Latin America. Designed the innovation organization & governance, vehicles, processes, and metrics & tools
- **Mining – New business development:** Supported a leading global mining company to develop a new environmentally friendly product offering. Developed financial models to assess economic feasibility of new technologies and estimate potential long-term market demand
- **Airlines – Procurement:** Assisted in a strategic procurement project for a leading Brazilian airline by developing a Should Cost tool to support them in negotiations with jet fuel suppliers (potential annual savings of US\$ 30 Mn)