

LEONARDO BALTAZAR

EDUCATION

UNIVERSIDADE FEDERAL DO PARANÁ (UFPR) – Curitiba, Brazil **2013-2018**
BSc – Mechanical Engineering, Full-Time Program

INSTITUT NATIONAL DES SCIENCES APLIQUÉES DE LYON (INSA-LYON) – Lyon, France **2013-2014**
Engineering, Exchange program

EXPERIENCE

BC STRATEGY – Sydney, Australia **2020 – Current**
Boutique Strategy Consulting Firm
Senior Analyst

- Supported the delivery of multiple corporate strategy projects, with a focus on Financial Services and Insurance

BAIN & COMPANY – São Paulo, Brazil **2018 – 2019**
Consultant

- Experience advising client executive teams and senior management across several industries including **Financial services, Consumer Goods and Hospitality**
- Functional expertise in **Project Management, Pricing, Marketing and Sales and Corporate Strategy**
- Selected completed projects and achievements include:
 - **Insurance – Corporate Strategy:** Helped define the 5-year strategy for a global insurance provider in order to turnaround performance including conducting customer churn analysis and evaluating potential the attractiveness of potential new revenue streams
 - **Financial Services – PMO:** Led the PMO for the development of a joint-venture project between two global finance companies, working closely with key stakeholders from both parties, that resulted in a unique digital platform for the B2B sales of financial products from different companies
 - **CPG – Sales optimisation:** Led pricing analytics and supported the implementation of a new sales optimization strategy for a multinational CPG client which identified a ~10% sales opportunity
 - **Private Equity – Commercial Due Diligence:** Led workstream during CDD including conduction market research, assessing market growth projections and the targets expansion relative competitive positioning

RENAULT DO BRASIL – Curitiba, Brazil **2016 – 2018**
Brazilian subsidiary of the French automotive company Renault

Logistic Engineering analyst

- Responsible for planning and implementing logistical enhancements, through negotiations with national and international suppliers and internal clients
- Helped team over deliver results and achieve the highest cost reduction in logistics across all manufacturing sites worldwide
- Awarded a prize for best conjoint effort for a project involving suppliers in Spain and manufacturing sites in Russia, Brazil and Spain
- Played a PMO role in a warehouse relocation project, coupled with tasks regarding logistic operation management. Develop, execute and analyze internal growth projects according to specific OKRs

ADDITIONAL

- Native Portuguese speaker, advanced French and intermediate German (B1) skills
- Participant at multiple Lean Manufacturing and Toyota Production system courses
- Lead of performance for university AeroDesign team
- Former university athlete in swimming and volleyball
- Citizenship: Brazilian