

LEONARDO HISSANAGA

EDUCATION

SEOUL NATIONAL UNIVERSITY – Seoul, South Korea **2013 - 2015**
Global MBA – Master of Business Administration, Full-Time Program, awarded corporate sponsorship for 100% of tuition fees

UNIVERSITY OF SÃO PAULO, Faculty of Economics, Administration and Accounting – São Paulo, Brazil **2009 - 2012**
BSc – Business Management

EXPERIENCE

BC STRATEGY – Sydney, Australia **2019 – Current**
Boutique Strategy Consulting Firm
Consultant

- Supported the delivery of multiple corporate strategy projects. Selected completed projects and achievements include:
 - **Financial Services – Business transformation:** Scoped and executed initiatives for a transformation project for a leading Australian financial services institution. Focused on operational improvements and assessing opportunities to improve the organisational structure

BOSTON CONSULTING GROUP – São Paulo, Brazil **2018 – 2019**
Strategy Consultant Associate

- Experience advising client executive teams and senior management across several industries including **Airlines, Energy, Public Sector, Mining, and Mobility Tech**. Selected project experience includes:
 - **Public Sector – Strategic Planning:** Developed the strategic plan for one of Brazil's top-5 states in terms of GDP. Designed new governance structure and established strategic guidelines and initiatives for Education, Health, Agriculture, Culture & Tourism, and Social Development departments
 - **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
 - **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)
 - **Mining – Partnership structuring:** Supported the establishment of a partnership between a Mining and a Steel company in Brazil. Developed financial models to analyze added value of different partnership structures, operations economic feasibility and commodity pricing system

UBER TECHNOLOGIES – São Paulo, Brazil **2017 – 2017**
Community Operations Project Manager

- Developed projects and redefined national support policies focused on improving user experience to partner drivers and riders and optimizing overall support costs

HYUNDAI MOTOR COMPANY – Seoul, South Korea **2013 – 2017**
Global Graduate Program focused on the BRICs. It entailed 18 month sponsored MBA, followed by 2 years rotational work at HQ
Market Insight Associate

- Coordinated Global brand and marketing communication efficiency yearly researches in Latin America subsidiaries, including Workshops in Mexico and Brazil, and executed implementation of online Marketing Budget Management Platform in Brazil

Brand Strategy Associate

- Developed Global Brand Strategy Training program aimed at subsidiaries employees and conducted trainings for overseas partners in South Korea and Russia; supported in the launching of Genesis brand

MONITOR GROUP – São Paulo, Brazil **2012 – 2012**
Strategy Consultant Intern

- Conducted market entry strategy and organizational restructuring projects for Cement, Water & Sewage utility and Real Estate companies

ADDITIONAL

- Native Portuguese speaker, fluent English, intermediate Spanish, intermediate Korean (TOPIK 4)
- Basic knowledge of SQL
- Enthusiast hiker (Patagonia, Seoraksan); avid traveller