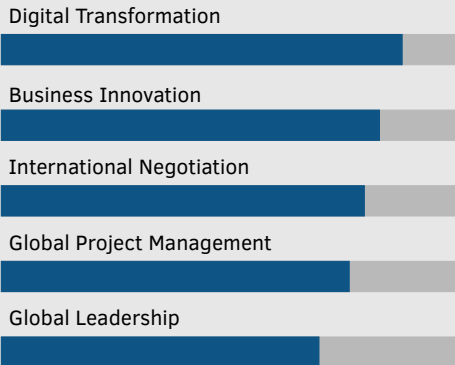# Fernando Mocelin Machado

CFTA | CRA-RS | CREA-RS | PMI

Entrepreneur | Founder of Solutiva | Global COO at NSH Technologies | Specialist in Digital Transformation with AI, Innovation, and Data-Driven Business Strategies

✉ Erechim, RS, BR | Mexico City, MX

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@ fernando@fernandomm.com.br

Biography

I am a master's student in Information Technology Management at UTEL Mexico, with specializations in Organizational Leadership (Northwestern University) and Entrepreneurial Finance Strategy and Innovation (Duke University). I also hold postgraduate degrees in Project Management from Fundação Getúlio Vargas (FGV) and Software Engineering from PUC Minas, bachelor's degrees in Systems Analysis and Development and in Agribusiness Technology from the Federal Institute of Education, Science, and Technology of Rio Grande do Sul (IFRS), and technical training in Agriculture from the same institution. As a global entrepreneur and leader, I am the founder and Global CEO of Solutiva and Global COO of NSH Technologies, leading digital transformation, innovation, and business growth strategies across international markets.

Skills

Digital Transformation

Business Innovation

International Negotiation

Global Project Management

Global Leadership

[Skill with a scale from 0 (Basic) to 10 (Advanced)]

Interests

I am seeking academic opportunities to serve as Professor, Tutor, Academic Project Advisor, Internship Supervisor, and/or Training Facilitator in the areas of Project Management, Information Technology, and Digital Transformation. I am particularly interested in roles that leverage my experience to promote academic excellence, innovation, and the practical application of emerging digital and managerial methodologies.

Academic Background

2024-2026	Master's Degree *Information Technology Management*	UTEL (Mexico)
2020-2021	Postgraduate *Project Management*	Fundação Getúlio Vargas
2018-2020	Postgraduate *Software Engineering*	PUC Minas
2015-2018	Bachelor's Degree *Systems Analysis and Development*	IFRS – Campus Sertão
2009-2012	Bachelor's Degree *Agribusiness Technology*	IFRS – Campus Sertão
2006-2008	Technical Integrated High School *Agricultural Technician*	Escola Agrotécnica Federal de Sertão

Professional Experience

2022-Present	Founder and Chief Executive Officer - Solutiva
2023-Present	Global Chief Operating Officer - NSH Technologies
2022-2023	Chief Operating Officer - NSH Technologies
2021-2022	Head of Digital Commerce - NSH Technologies
2019-2021	Senior Project Manager - Compass UOL
2018-2019	Senior Systems Analyst - Requirements Analysis Specialist - Compass UOL
2017-2018	Senior Oracle Commerce Cloud Developer - Compass UOL
2017	Oracle Commerce Cloud Developer - Trainee - Compass UOL
2016-2017	Programming Logic and Data Structure Instructor - IFRS – Campus Sertão
2015-2017	Systems Analyst and Developer - IFRS – Campus Sertão
2014-2015	Agricultural Production Coordinator - IFRS – Campus Sertão
2013-2014	Technical Sales Representative - Zanatta Agricultural Greenhouses
2012	Business Assistant - Agribusiness - Sicredi (UA Sertão)
2011-2012	Vice President / Administrative Assistant - COOPERA

Complementary Education

2025	Specialization in Organizational Leadership - Northwestern University (USA)
2025	Specialization in Entrepreneurial Finance Strategy and Innovation - Duke University (USA)

Professional Certifications

2025	Google Project Management Professional Certificate (v2) - Google Inc.
2025	Oracle Cloud Infrastructure 2024 Certified AI Foundations Associate
2025	Oracle Cloud Infrastructure 2024 Certified Foundations Associate
2024	PMI - Data Landscape of GenAI for Project Managers
2024	PMI - Generative AI Overview for Project Managers
2024	PMI - Talking to AI: Prompt Engineering for Project Managers
2020	Scrum Foundation Professional Certificate

Additional Information

I am a global C-level executive with expertise in AI-driven digital transformation and multinational operations management. As Global COO at NSH Technologies and founder of Solutiva, I lead high-impact strategic initiatives across LATAM, EMEA, and North America, integrating generative AI, machine learning, and process automation to scale businesses and optimize global operations.

I specialize in complex solution architecture on Oracle platforms (OCC, Responsys, OCI), Salesforce, Adobe Commerce, Google Cloud, AWS, and VTEX. I manage end-to-end B2B, B2C, and Marketplace projects—from strategic planning to technical delivery—ensuring innovation, security (AWS Shield, Cloud IAM), and scalability.

I have a proven track record of leading international multidisciplinary teams, implementing marketing automation (Salesforce Marketing Cloud, Adobe Experience Cloud), and delivering robust payment and fraud prevention solutions for large enterprises. Fluent in Spanish, I combine global vision with local execution to drive digital transformations that deliver measurable results and sustainable competitive advantage.