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

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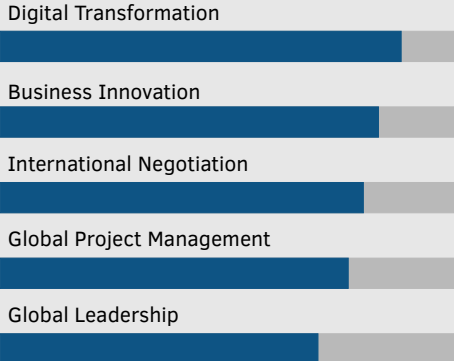(Mexico) +52 55 3577-9308

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Biography

I am a master's student in Information Technology Management at UTEL Mexico, with postgraduate studies in Project Management from Fundação Getúlio Vargas (FGV) and Software Engineering from PUC Minas. I also hold 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), together with a technical qualification in Agriculture from the same institution. As an entrepreneur and global leader, I founded and currently serve as the Global CEO of Solutiva and the 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

Open to executive leadership opportunities at the C-Level, Director and Senior Management levels (COO, CTO, CDO, VP of Operations, Director of Digital Transformation), focused on Global Operations, AI-driven Digital Transformation, and international expansion in technology, SaaS, e-commerce, and marketplace companies.

Academic Education

Year	Degree	Institution
2025	Specialization *Leadership and Organizational Management*	Northwestern University
2024-2026	Master of Science *Information Technology Management*	UTEL/Mexico
2020-2021	Postgraduate Degree *Project Management*	FGV
2018-2020	Postgraduate Degree *Specialization in Software Engineering*	PUC MINAS
2015-2018	Bachelor's Degree *Systems Analysis and Development*	IFRS - Campus Sertão
2009-2012	Bachelor's Degree Technology in Agribusiness	IFRS - Campus Sertão
2006-2008	Technical Education Agricultural Technician	Escola Agrotécnica Federal de Sertão

Professional Experience

Period	Role
2022-Present	Founder and Global 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	Trainee Oracle Commerce Cloud Developer - Compass UOL
2016-2017	Programming Logic and Data Structures Teaching Assistant - 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 Estufas Agrícolas
2012	Business Assistant – Agribusiness - Sicredi (UA Sertão)
2011-2012	Vice President/Administrative Assistant - COOPERA

Professional Certifications

Year	Certification
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 dynamic and highly skilled leader with extensive experience in team management, digital transformation, and the execution of large-scale strategic projects. My professional journey is marked by expertise in integrating complex systems and implementing innovative solutions on leading market platforms, including Oracle CX Commerce (OCC), Oracle Responsys, Oracle Integration Cloud, Oracle Cloud Infrastructure (OCI), Salesforce, Adobe Commerce (Magento), Google Cloud, AWS, and VTEX. I manage the full lifecycle of B2B, B2C, B2B2C, and Marketplace projects, from strategic planning and requirement gathering to final technical delivery, ensuring innovation, scalability, and tangible results. As the CEO of Solutiva and COO of NSH Technologies, I lead global initiatives focusing on artificial intelligence, process automation, and operational optimization. I leverage generative AI, machine learning (Google BigQuery, AWS SageMaker), and marketing automation (Salesforce Marketing Cloud, Adobe Experience Cloud) to enhance user experience personalization and operational efficiency. My leadership in multidisciplinary and international teams enables the precise execution of solutions that drive business value, fostering training, technical development, and a high-performance collaborative environment. Additionally, my expertise in digital security (AWS Shield, Cloud IAM), omnichannel architecture, payment integration (Banorte, Braspag/Cielo, FAC, Koin, MercadoPago, Mundipagg, PagaLeve, PayPal), and fraud prevention ensures the delivery of robust and secure solutions for major industry players. Alongside my technical leadership, I have extensive experience in organizing and managing large-scale technology and academic events such as FISL, Latinoware, and Academic Weeks, strengthening my communication, strategic planning, and leadership skills. Fluent in Spanish and with international experience, I bring a global perspective, allowing me to adapt and innovate in competitive markets, delivering scalable, cutting-edge, and high-impact solutions for businesses in constant evolution.