Wesley Tomé

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Professional Summary

Professional with 25 years leading digital transformation across LATAM. Aligned cross-functional teams, translated objectives into actionable plans, and delivered measurable results, achieving significant operational efficiency gains and sustainable cost savings. Founded and scaled consultancies, and managed programs over BRL 2M/month. Certified in Scrum, Kanban, Design Thinking, Cloud, and Agile Change Leadership.

Work Experience

Itaú Unibanco — São Paulo, SP
Head of Growth Marketing LATAM — Jun 2021 - Jul 2023

- Led digital transformation and growth strategies for clients across 5 LATAM markets, acting as a trusted advisor to C-level executives in aligning roadmaps with measurable business goals.
- Reduced vendor costs by 20% by renegotiating contracts while maintaining service levels and delivery quality.
- Conducted strategic analyses to identify gaps and opportunities, proposing scalable solutions projected to reduce costs by 30% and increase revenue by 20%.
- Implemented AI-powered data analytics solutions, increasing customer acquisition by 20% and optimizing resource allocation by 15%.
- Increased app acquisition conversions by 60% by running A/B tests on bid strategies and creatives, optimizing Google App Campaigns.
- Improved operational efficiency by 40% and reduced overhead by 55% through process redesign and data-driven workflow optimization.
- Resolved 13 critical business issues by leading a workshop with 45 senior stakeholders to identify root causes and define recovery plans.
- Acted as a Trailblazer in championing Salesforce enablement, delivering team training through Trailhead and accelerating CRM adoption across the organization.

Accenture — São Paulo, SP
Program Manager — Jan 2019 - Jun 2021

- Directed cross-functional teams of 70+ professionals across 8 agile squads to develop high-impact digital products and modernization program, improving platform scalability and enhancing business responsiveness.
- Implemented operational insights and reporting frameworks, enhancing program tracking and stakeholder communication, increasing project visibility by 70% and reducing meeting time by 50%.
- Coordinated the development of 5 products, including an onboarding system that accelerated new customer acquisition by 320%, ensuring alignment between business, technology, and customer experience.
- Orchestrated the operations of the Black Friday War Room, orchestrating collaboration between engineering, pricing, and CX teams, resulting in 99% year-over-year digital revenue growth.

BASE 2 Soluções — Rio de Janeiro, RJ
Co-founder and Program Director — May 2013 - Dec 2018

- Co-founded and scaled a technology consulting firm, achieving 110% revenue growth in the first year by delivering scalable, customer-focused software solutions aligned with client business objectives.
- Developed an anti-fraud system leveraging geolocation and behavioral analysis, reducing fraud by 90%.
- Prototyped and delivered technical Proofs of Concept (POCs) for prospective clients, accelerating decision cycles by 40% and securing new partnership deals and business opportunities.
- Led agile transformation internally, implementing Scrum, Kanban and continuous feedback systems, reducing time-to-market by 30% and improving delivery predictability by 35%.
- Presented technical strategies and product visions to client stakeholders, building trusted advisor relationships and securing long-term consulting engagements.

Education

- MBA in Project Management
- Bachelor's Degree in Information Systems

Skills

Management
- Program, product and project management

AWS Cloud Modernization & Migration
- Solutions Architecture, EC2, S3, RDS, Lambda, refactoring strategies, serverless architectures

Customer Solutions Management
- Executive briefings, roadmap creation, stakeholder buy-in, go-live coordination, journey map, business case development

Program & PMO Leadership
- Project initiation and close-out, governance frameworks, risk management, enterprise tool roll-outs

Cross-Functional Collaboration
- Professional services, IT and compliance

Agile & DevOps Practices
- Scrum/Kanban coaching, workstream dependency mapping, retrospectives, CI/CD with CodePipeline/CodeDeploy

Data-Driven Reporting
- KPI definition, OKR, status cadences, executive reporting

Languages

- **Spanish** (Advanced)
- **English** (Advanced)
- **Portuguese** (Native)

Certifications

- AWS Certified Cloud Practitioner (Amazon)
- Professional Scrum Product Owner (PSPO, Scrum.org)
- Professional Scrum Master (PSM, Scrum.org)
- Kanban System Design (KSD, Kanban University)
- Kanban Systems Improvement (KSI, Kanban University)
- Design Thinking for Innovation (University of Virginia)
- Google Analytics (Google)
- Agile Change Leadership Workshop (Management 3.0)
- API Penetration Testing (APIsec University)

Awards & Recognition

- **1st Place – Oi Week (Open Innovation Week)** Co-founded an EdTech startup recognized for innovation shaping the future of education.
- **3rd Place – 100 Open Startups** Recognized for innovation and performance among top-ranked startups in Latin America.
- **Latin American Excellence Awards** Awarded for outstanding product design, technical execution, and digital communication excellence.