



Fernando Mocelin Machado

CFTA | CRA-RS | CREA-RS | PMI

Global COO | Digital Transformation, Applied AI, Data and Automation

Erechim, RS, Brazil
Mexico City, Mexico

(Brazil) +55 54 99906-7517
(Mexico) +52 55 3577-9308

<https://www.fernandomm.com.br>

fernando@fernandomm.com.br

[linkedin.com/in/fernandomocelinmachado](https://www.linkedin.com/in/fernandomocelinmachado)

lattes.cnpq.br/3051478359437658
orcid.org/0000-0001-8717-158X

Executive Summary

Executive working across applied AI, data, automation and digital transformation. As Global COO of NSH Technologies and Founder and CEO of Solutiva, leads operations and digital initiatives across Latin America, EMEA and North America, connecting strategy, governance and execution in enterprise ecosystems and multicultural teams. As Academic Coordinator for IT and Agribusiness and Professor at Senac, develops professionals and builds technology and AI capabilities.

Competencies

- Corporate AI strategy and adoption
- Data governance, responsible AI and privacy
- Intelligent automation and process redesign
- Digital transformation and global operations
- Enterprise architecture, cloud and platforms
- Portfolio, program and PMO management
- Multicultural leadership and executive stakeholders
- Talent development and technology education

Interests

Executive positions in artificial intelligence, data and digital transformation at multinational companies, focused on strategy, corporate AI adoption, governance, automation and global operations.

Academic Background

2026-Present	PhD <i>Data Science and Artificial Intelligence</i>	UTEL, Mexico
2024-2026	Master's Degree <i>Information Technology Management</i>	UTEL, Mexico
2026-2027	MBA (in progress) <i>Higher Education Institution Management</i>	Unopar
2018-2026	Postgraduate Specializations <i>Project Management (FGV EBAPE), Software Engineering (PUC Minas), Higher Education Teaching (Unopar) and Vocational and Technical Education Teaching (Anhanguera)</i>	FGV, PUC Minas, Unopar and Anhanguera
2015-2018	Undergraduate Degree <i>Systems Analysis and Development</i>	IFRS Campus Sertão
2009-2013	Undergraduate Degree <i>Agribusiness Technology</i>	IFRS Campus Sertão
2006-2009	Technical High School Diploma <i>Agricultural Technician</i>	Escola Agrotécnica Federal de Sertão

Professional Experience

2023-Present	Global Chief Operating Officer (COO) Leads global operations across Latin America, EMEA and North America, with portfolio governance, risk management and adoption of generative AI and automation.	NSH Technologies
2022-Present	Founder and CEO Consultancy operating in AI-enabled digital transformation, process automation, custom software, digital compliance and strategic management.	Solutiva
2026-Present	Academic Coordinator for IT and Agribusiness and Professor Coordinates 5 technical programs (5,800 h) in AI, systems development, infrastructure and agribusiness, including the rollout of the 2027 curricula covering machine learning, deep learning, NLP and computer vision.	Senac Erechim, RS
2021-2023	Chief Operating Officer Head of Digital Commerce Built the B2B, B2C and marketplace digital commerce area and, as COO, consolidated delivery and governance processes for international operations.	NSH Technologies
2017-2021	Senior Project Manager E-commerce and integration projects for large enterprises, following experience in development and requirements analysis.	Compass UOL
2011-2017	Earlier Experience Systems analysis and development, agricultural production coordination, and business and cooperative roles.	IFRS, Zanatta, Sicredi, COOPERA

Executive Education

2025	Organizational Leadership & Management Specialization Northwestern University
2025	Entrepreneurial Finance: Strategy and Innovation Duke University
2025	Google Project Management Professional Certificate Google

Certifications and AI Training

2026-2027	Microsoft Elevate Educator Expert Microsoft
2026-Present	Minecraft Education Ambassador Microsoft
2026	Microsoft Copilot Prompt-a-thon for School Leaders Senac
2025	Oracle OCI 2024: AI Foundations and Foundations Associate (valid until 2027)
2025	Santander AI rules: how to use AI without legal risks
2024	PMI Generative AI applied to project management
2026	EducaTRI Responsible AI, prompt engineering, innovation and compliance

Additional Information

Languages: Portuguese (native), Spanish (fluent) and English (advanced).

Quantitative details, clients and contractual information are withheld in accordance with confidentiality agreements, information security and data protection requirements.