QUALIFICATIONS – AI & TECH & R&D AND MANAGEMENT

28 years AI algorithms, 2025 started a phygital AI education business (CEO & CAIO at AXHUB), 4 years as BI Executive and CDO (Chief Digital Officer) at Grupo Companhia das Letras (Penguin Randon House, Bertelsmann), advising managers, partners, implementing *Datalakes*, data automation (AI *BigData*), **INNOVATION** (R&D AI, VR and AR), **CRM** (Salesforce) & **ERP** (SAP);

21 years leader of AI multiplatform projects and R&D in Globo's technology, with awards and patents, and **25 years** at Esconderijo Criativo and Artelider, in *data*, IoT, VR, AR, metaverses, transmedia, digital transformation and innovation in the areas of media, industry and retail;

Experience: AI, **R&D, BigData, BI, interactivity, *CRM*, Digital Mkt, IoT, VR, AR and Transmedia**; Professor, inventor and jury, **podcaster Life Is About Data**, Rota3D, **IBC Special Awards (Amsterdam),** SXSW mission leader (USA) and CANNES LIONS (France), selected SME APEX Startups mission (Finland), guest speaker NAB show (USA) and StoryWorld Conference (USA)

Advisor/C-Level: AI/CAIO, BI & CTO/CVO

AI MSc Rodrigo Dias Arnaut, comp. engineer, 48

CONTACT

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- Technologies
- Leadership
- Creativity
- Critical thiking
- Team management

VOLUNTARY

Give to IBCI Brazilian Institute of Innovation Sciences), co-created the AirSave respirator project during the Covid19 pandemic

TRAINING & COURSES

24 Management Immersions	2025
Exploring The Future (AI)	2025
Generative AI and Advanced	2024
DT Neuro Productivity	2024
Transcendental Meditation	2023
Forum Bras. of Artificial Intelligence	2023
Wisdom, Prosperity & Wealth	2023
LGPD – Chief Digital Officer (CDL)	2022
Advanced PowerBI Techniques	2022
XR Virtual Production (FUTURES)	2022
ESPM (Society 5.0: AI Economy)	2021
Storytelling Cultural Intelligence	2017
ESPM (Social Networks Innovation)	2010
INSPER (People Leadership)	2009
USP/POLI (Master of Science IA)	2009
ESPM (Post-Management Innovation)	2006
University Of Toronto (e-business)	2002
USJT (Computer Engineering)	2001
Leadership for Engineers	2000

PROFESSIONAL EXPERIENCE

➔ CEO — Chief Enterprise Officer (AX / Esconderijo Criativo) Mar/2025 – Current
Leading IArnaut ecosystem, AI Shopping, all-in-one AI solutions featuring adaptive learning paths, marketplace, gamification, community, networking and virtual currency. Integrated automations, AI agents, courses, mentoring, podcasts, SaaS and events.

➔ CDO Chief Digital Officer & BI Executive, CDL/PRH/Bertelsmann Feb/2021 – Mar/2025
Creation of BI (Business Intelligence) area, managing partners in data culture, implement from ZERO all Datalake, CRM and Innovation projects as Books in Metaverse (budget U$ 10 MM), in processes and tech for AI and data automation (Integrations, Metadata, and *BigData*: Sales, Gov, Marketing, Social Media, D2C/E-commerce), integration with ERP (SAP), CRM implementation (Salesforce/100 users), increased revenue U$ 100 MM, process optimization. As CDO implemented governance, PRH group global compliances.

➔ President LATAM Choicely Inc (Finnish company) May/2016 - Feb/2020
He led the implementation of **AI-powered online voting** solutions for contests/reality TV shows

➔ Investor & CAIO Esconderijo Criativo Nov/2012 - Current
Innovation Ecosystem. **Director, mentor, advisor and Team leader.** Experience in technology, innovation and digital transformation. Only 100% automated podcast (**Life is about data**) and creation of management, technology and well-being courses (**Rota3D**).

- **Leadership in multiplatform projects of TV, social media, applications, WEB, XR (Artelider, AMBEV, FORD, Ed.SESI, SEBRAE, SPCINE, São Paulo Gov, SP City Hall).**
- **Data automation management (BigData)** for elections (CNN Brasil, RecordNews);
- **LIVEs in Augmented Reality** Ag.Hit, LIVE, ME, AMIGOS, Villa Country, E&H, R&S;
- **Operation and automation with IoT** sound system of Carnival RJ
- **Transmedia for studios, TV producers** (SBT, TV Cultura, Gov/APRO/SEBRAE/BRAVI); **VR** in clinics and laboratories throughout Brazil (Samel, Sirio Libanes, HGG/ SUS, DASA/30 labs), **Cardboard VR** Mundo360. **VR**: SESI/CCXP, Shoulder, Ford, METRO, Estadão/Cannes 2017, Shoulder, PixelShow/Zupi, GMRJ, Bicicultura;

➔ Professor at FAAP (for 6 years), Professor SENAC and SEBRAE (5 years), EraTransmidia (15 years, 2010 – current, president to director) and SET Brasil (Speaker/ Director for 10 years). Founder, CEO and CTO at Artelider IT & Web Soluções (2002-2010)

➔ Technology Project Leader (Sr. Researcher III) Globo TV 1995 - 2016 R&D
Project Manager, Tech Lead for AI, Apps, Streaming, internet, visual effects, Engineer, strategic planning: **Automation, Interactivity, XR, AR, IoT and Transmedia. Asset Management Teams** Systems Analyst/Architect: **Journalism, Sport, Entertainment and Engineering.** Inventions and patents with a pioneering spirit, bringing new revenues, **Increased audience and reduced costs.** ~500 events and projects in 21 years.

- **Creation Float,** eq. navigated rivers and dams, record TV and internet audience;
- Telemetry for sports (25 annual events, innovations and several awards in the area);

RECOGNITION

Judge VentanaSur (Argentina), SETup, EmpreendaFAAP, ProAC XR, Reading and Audiovisual; President EraTransmidia, Top C-Level, SET, SPCINE and CBC; **Member** of IBCI, XRBR, ANCEV, ABHostels. Globo Awards: Team, Innovation & Creativity, Participation and Commitment, Innovative Journalistic and Sports Coverage, Operations and Engineering; Allianz de Telejornalismo. SET - New Media; IBC Special Award (Amsterdam). **International Speaker**: VentanaSur (Argentina), NABshow (Las Vegas) and StoryWorld Conference (San Francisco and Los Angeles). **Mission**: SXSW (Austin) and Startup SME APEX (Finland).