



QUALIFICATIONS – MULTITECHNOLOGIES AND MANAGEMENT

4 years as BI (Business Intelligence) Executive and CDO (Chief Digital Officer) at Grupo Companhia das Letras (Penguin Random House, Bertelsmann), advising managers, partners, as head of BI managing consultancies and teams, implementing *Datalakes*, data automation (AI and *BigData*), **INNOVATION** (R&D AI, VR and AR), **CRM** ([Salesforce](#)) and integrating **ERP** (SAP);

21 years leader of 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: R&D, BigData, BI, interactivity, CRM, Digital Mkt, IoT, AI, 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)

C-Level/Director: BI, Technology Innovation

Rodrigo Dias Arnaut, engineer, 47 years old

CONTACT

São Paulo

+55 11 99698-8553

rdarnaut@gmail.com

rodrigoarnaut.com

SKILLS

Technologies	<div><div></div></div>
Leadership	<div><div></div></div>
Creativity	<div><div></div></div>
Critical thinking	<div><div></div></div>
Team management	<div><div></div></div>

VOLUNTARY

Volunteer member of IBCI (Brazilian Institute of Innovation Sciences), co-created the AirSave respirator project during the Covid19 pandemic

TRAINING & COURSES

Exploring The Future (AI)	2025
Generative AI and Advanced DT	2024
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
INSPIER (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

→ BI Executive

Companhia das Letras Group

Feb/2021 – Mar/2025

Creation of BI (Business Intelligence) area, advisor to managers, managing partners in data culture for innovation, resource management and consulting in the area of Data, CRM and Innovation (budget of R\$ 10 million), in processes and technologies such as *Datalakes*, data automation (Integrations, AI, Metadata, and *BigData*: Sales, Government, Market, Social Media and MarketPlaces), integration with ERP ([SAP](#)), CRM implementation ([Salesforce](#)), increased revenue, and process optimization. Development of automated projects. Alignment with governance standards and global compliances of the PRH group. Innovation (R&D AI, VR and metaverses at FLIPOPOP, CDL 35 and VR Book at BIENAL SP).

→ Investing partner Esconderijo Criativo (@esconderijohub) 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 Government, São Paulo City Hall).
- **Data automation management (BigData)** for elections (CNNBrasil, 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 (2012-2020)
- **Transmedia consulting for studios, TV stations and content producers** (SBT 2018, TV Cultura 2020, Governments/APRO/SEBRAE/BRAVI 2013-2017);
- **VR** in clinics and laboratories throughout Brazil (Samel, Sirio Libanes, HGG/SUS, DASA/30 labs), **Invention Cardboard VR** Mundo360. **VR Production**: SESI/CCXP, Shoulder, Ford, METRO, Estadão/Cannes 2017, Shoulder, PixelShow/Zupi, GMRJ, Bicultura;
- **Finnish Startup Representation of Choicely Online Voting** (President LATAM).

→ **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)**

→ Technology Project Leader (Sr. Researcher III) Globe 1995 - 2016

Tech Lead, Engineer. R&D Project Manager, strategic planning: **Automation, Interactivity, XR, Visual Effects, AR, IoT and Transmedia. Asset Management Teams** Systems Analyst/Architect: **Journalism, Sport, Entertainment and Engineering**. Inventions and patents in TV and digital media 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;
- **Coordinator of teams of digital, apps, internet, and visual effects** telemetry projects

PROFESSIONAL EXPERIENCE

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).