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PEDRO BANDEIRA

Product | Strategy | AI & Privacy Architecture | Branding | UX/UI |
Futures Thinking | Innovation | Intrapreneurship

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~ 72 words

// SUMMARY

Product and strategy leader with 15+ years bridging design, branding, technology, and futures thinking to drive innovation in complex enterprise environments. I combine a creative foundation (industrial design, branding, UX/UI) with executive operational depth (P&L, governance, partnerships, regulatory compliance) and a sharp futures lens. My work currently focuses on AI governance, post-agile delivery methods, privacy-first applications, and complex incentive systems, turning emerging frontiers into competitive advantage for organizations operating under uncertainty.

"If you don't think about your future, someone else will."

2025-03 → present

● ACTIVE

ENTRY_01

Strategy & Product Architect / Builder @ Door AI

Lead product strategy and architecture at an enterprise AI company built on proprietary primitives (a domain-specific vector store and a privacy-preserving compute layer) for heavy industry, infrastructure, and regulated verticals. Drive enterprise discovery: investigate client operations, map business rules, and pilot solutions that deliver true ROI within 3-month windows. Own roadmap, OKRs, squads, and forward engineering of new delivery formats.

- ↳ Designed the technical and economic architecture for a privacy-native deep-tech infrastructure where confidentiality and auditability are core to the platform, not features bolted on.
- ↳ Architected a verification platform anchored in Brazilian regulation (Lei Felca), using a plugin model that lets operators meet compliance without rebuilding their stack.
- ↳ Leading product strategy for a universal industrial materials intelligence platform, addressing a global, growing demand for AI-native solutions where privacy and auditability are foundational, defying the ERP ecosystem.

2024-02 → 2025-03

● CLOSED

ENTRY_02

Head of Operations @ Samba Studios

Built the operational backbone of a Brazilian tabletop game studio, leading organizational modeling, revenue vectors, supply chain, product portfolio, international licensing, and institutional governance.

- ↳ Signed distribution deals with Brazil's leading publishers (Galápagos, COPAG) in year one.
- ↳ Closed studio partnerships in Japan, South Korea, Canada, and the US.
- ↳ Built and accelerated a 15-title pipeline, licensing across Brazil, Asia, and North America.

2021-06 → 2024-02

● CLOSED

ENTRY_03

Founder & Consultant @ Kult.co

Independent consultancy structuring projects, branding, experience, communication, marketing, and business hacking for early-stage and corporate clients.

- ↳ Selected clients: N1.AG, Eletrobras, Gringo, Energinn, Dannemann, EcoNew, Fractal Metaverse, Protium Dynamics, Agência EGD, LemonCG, Strelo.

2023-05 → 2023-09

● CLOSED

ENTRY_04

Innovation Program Leader @ The Bakery (at Vale)

Led innovation programs for Vale focused on R&D, strategic planning, change management, and executive engagement to accelerate complex global mining initiatives.

- └ Structured the governance and project pipeline of Vale's innovation management area.
- └ Designed change-management cadences to compress time-to-market on global mining R&D.

2019-03 → 2023-02

● EXITED

ENTRY_05

Founder & Investor @ Mimo Pipocas

End-to-end founder of Brazil's first "affective popcorn" brand, leading market research, naming, visual identity, packaging, supplier development, logistics, brand guidelines, content, social channels, CRM, financial modeling, art direction, and operations.

- └ Successful exit in 2023 via sale of my equity stake to remaining shareholders.

2018-10 → 2021-03

● CLOSED

ENTRY_06

Head of Digital @ RIOgaleão · Rio de Janeiro Int'l Airport

Bridged RIOgaleão with the tourism trade and the broader airline ecosystem, using digital channels, partnerships, and commercial campaigns to grow destination awareness and route occupancy. Owned digital P&L and CAPEX management for the airport's transformation projects.

- └ Launched Brazil's first airport e-commerce, navigating a highly regulated environment.
- └ Anchored crisis communications during COVID-19, leading to RIOgaleão becoming the first Brazilian airport with the WTTC Safe Travels seal.
- └ Led the digital marketing campaign behind Brazil's first low-cost airline operations, helping push domestic fares down by 23%.
- └ Marquee partnerships: baptized the Brazilian National Team plane in green and yellow for the 2018 FIFA World Cup, and secured Rock in Rio's official airport designation.
- └ Top 3 LinkedIn Talent Awards 2019 (Best Employer Brand), the airport's first year on the platform.

2016-10 → 2018-10

● CLOSED

ENTRY_07

Senior Digital Analyst @ RIOgaleão

Led content strategy, monitoring, customer service, and the evolution of proprietary digital channels in synergy with marketing agencies, government, brands, airlines, and the broader airport ecosystem to drive operational efficiency and commercial revenue.

- └ Marketing focal point in repositioning Rio de Janeiro as a top-tier global destination.
- └ Led the Spotter Days program, the best-rated community engagement events in Brazilian aviation.
- └ Brought RIOgaleão to the highest Facebook engagement ratio among airports worldwide during the platform's pre-2018 era (Facebook's own benchmark), supporting airline load factor through a critical phase of the business plan.

2014-08 → 2016-09

● CLOSED

ENTRY_08

Branding & Marketing Analyst @ RIOgaleão

Worked hands-on with federal agencies, the EPC contractor, and ecosystem partners to roll out RIOgaleão's new visual identity end-to-end across on/offline assets, signage, place-branding, and shareholder/regulator communications, through one of the most demanding operational expansions in Brazilian aviation.

- └ Co-created the design system and branding rollout of a R\$20B airport ecosystem, the foundation of the wayfinding and place-branding programs that followed.
- └ Key role in the wayfinding & signage program for Rio 2016, alongside ICON and MSD.
- └ Earned public commendation from Michael Payne (former Head of Marketing at the IOC and F1 Group) on the Rio 2016 passenger experience.

2013-09 → 2014-08

● CLOSED

ENTRY_09

Marketing Analyst @ Braskem

Marketing focal point for Innovation & Technology at Braskem (Americas' largest petrochemical company) and its Quantiq business unit, one of Brazil's largest chemical distributors. Designed strategic and tactical marketing plans across institutional, partner, and innovation agendas.

- └ Coordinated Braskem's activations during the 2014 FIFA World Cup in Rio.
- └ Branded and launched Rede ACV, Brazil's largest lifecycle assessment & circular economy network, anchored by 3M, BASF, Raízen, and Suzano.
- └ Delivered 80+ strategic events, fairs, and partner meetings, anchoring Braskem's institutional and innovation agenda across Brazil.
- └ Built partner programs with the São Paulo State Government and FINEP.

2012-04 → 2013-07

● CLOSED

ENTRY_10

Marketing & Comms Analyst @ Odebrecht (now Novonor)

Designed and shipped the digital communications backbone of Odebrecht Energia: corporate website, governance portal, and stakeholder communication platform. Led the daily marketing and internal communication routines, plus the visual-identity rollout across company assets, connecting executive leadership with government, shareholders, and the broader workforce.

- └ Structured internal communication channels engaging 40,000+ team members across offices, construction sites, and renewable-energy plants throughout Brazil.
- └ Produced executive-grade materials for government, shareholders, and society.

2011-02 → 2012-04

● CLOSED

ENTRY_11

UX Designer @ Affero

UX/UI lead for Izzui, Brazil's first social-network-based learning platform. Drove the evolution of learning, management, and backlog-prioritization systems with the development team.

2010-05 → 2011-01

● CLOSED

ENTRY_12

UI Designer @ Sirius Interativa

Designed digital interfaces and graphic materials for clients including Johnson & Johnson, Odebrecht, Souza Cruz, Fundação Roberto Marinho, FGV, and Eternit.

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FORMAL TRACK

2014 – 2016

Post-graduation in Business Management & Marketing // ESPM-RJ

2016

Trainee – Concession Manager (Jovem Investidor) // Odebrecht TransPort · Novonor

2005 – 2009

B.A. Industrial Design – Visual Communication // PUC-Rio

1999 – 2003

Advanced English Course // BRASAS

Jul – Dec 2024

The Creative Process // Charles Watson · EAV Parque Lage

Advanced creative-performance workshop integrating contemporary art, design, music, business, genetics, neo-Darwinism, neuroscience, and stand-up comedy.

Sep – Nov 2021

Futuros Presentes – Futures Design Applied to Business // Hyper Island

Oct 2020 – Mar 2021

3 Waves of Impact Methodology – Certification // Aerolito

First cohort. Methodology to identify and categorize "objects of tomorrow" (behavioral, technological, scientific, and business-model shifts) to build post-emergent perspectives and competitive advantage.

Aug – Oct 2019

Friends of Tomorrow // Aerolito

Technology, science, culture, futures lenses, post-digital revolutions, and new business models as transversal disruption vectors.

Jan – Mar 2019

AWS Lean Enterprise Journey Framework // Amazon Web Services

Acceleration and innovation program in partnership with RIOgaleão and Changi Airports.

Nov 2018

Experience Design – Immersive Training // KAOSPILOT

Nov 2018

Digital Transformation Program (with IBM and Raja Valley) // Fundação Dom Cabral

Apr 2021

Report – 50 Objects of Tomorrow // Aerolito

Collaborative report by Aerolito featuring 50 "objects of tomorrow" extracted from the capstone projects of the first cohort certified in the 3 Waves of Impact methodology.

Nov 2019

Top 3 – Best Employer Brand // LinkedIn Talent Awards

RI0galeão was a finalist in its first year on the platform.

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