

# ETIENNE CARTOLANO

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## EDUCATION

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### **MIT SLOAN SCHOOL OF MANAGEMENT**

*Candidate for MBA, Sloan Fellows, May 2021*

Cambridge, MA  
2020 - Present

### **UNIVERSITY OF SÃO PAULO**

*Doctor & Master of Science in Computer Engineering*

*Bachelor of Science in Computer Engineering*

São Paulo, Brazil  
2007 - 2017  
2001 - 2006

### **ÉCOLE CENTRALE DE LYON**

*Diplôme d'Études d'Option – IT*

Lyon, France  
2005 - 2006

## EXPERIENCE

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### **BANCO ITAÚ-UNIBANCO**

The largest Brazilian bank and top 20 worldwide | 98,400+ employees | Assets US\$419B and net income US\$ 7B.

São Paulo, Brazil

#### **Senior Manager – Data Science Team**

2018 - 2020

- Managed 4 teams (4 managers and 46 people) responsible for data science projects.
- Created a new service that trained 50+ professionals and developed dozen projects increasing revenues by US\$ 22MM.
- Expanded the academic partnerships launching a scholarship program that supported 20+ researchers in 2 years.
- Delivered a corporate specialization program in data science, expanding the # of scientists by 120% in business areas.

#### **Digital and Analytics Senior Manager – Debt Collection (SMEs)**

2017 - 2018

- Managed 3 teams (3 managers and 17 people) responsible for digital channels and analytics strategies.
- Introduced advanced analytics to debt collection in close partnership with the newly created Data Science Team.
- Achieved 90% of negotiations decided by robots using machine learning approaches, increasing revenues by US\$ 31MM.

#### **Pricing Manager – Foreign Exchange and Trade Finance Products**

2016 - 2017

- Led the team (5 people) responsible for pricing policies for all bank' segments, increasing revenues by US\$ 38MM.
- Supported executive decisions through the development of studies and projects focused on increasing performance.

#### **Sales Planning Senior Analyst – Cash Management Products (SMEs)**

2010 - 2015

- Improved the acquisition strategy and product distribution, increasing revenues by US\$ 223MM in the period.
- Introduced a data mining process to qualify revenues of 2,2MM prospects, currently used throughout the bank.

#### **Corporate Trainee – CRM Credit Card**

2008 - 2009

- Generated a customer segmentation based on cross-selling profitability, increasing revenues by US\$ 10MM.

## ENTREPRENEURIAL EXPERIENCE

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- **iAlumni** - Co-founder & CEO - Online platform for career services to link alumni and universities. 2007 - Present
- **BBchain** - Co-founder - Boutique consulting firm specialized in Blockchain and DLT technologies. 2017 - 2018

## ADDITIONAL INFORMATION

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- Native speaker of Portuguese, fluent in English, and advanced level in French.
- UN (United Nations) consultant for the development of a data analysis tools (2013-2014).
- High Potential Leadership Program (Jun/16) at Harvard Business School.
- CIO Symposium (May/16) and Managing Technical Professionals and Organizations (Nov/18) at MIT Sloan.
- Coordination-Assistant of the Blockchain Developer Specialization course at USP (since Jun/2018).
- Hobbies such as percussion in street carnival, aerial pictures with drones, and passionate traveler (19 nations).
- Interests: Open Banking, Fintech, and Data Science.