



THALES NAVARRO

BUSINESS STRATEGY, SALES OPERATIONS & CONTINUOUS IMPROVEMENT

CAREER OBJECTIVE

Results-driven Sales Operations and Business Analytics professional with 10+ years of experience in sales strategy, pricing, and continuous improvement. Skilled in leading teams, creating systems and tools for commercial teams, and optimizing end-to-end business processes. Strong expertise in Excel, Power BI, SAP, and RPA, with a proven record of delivering measurable sales impact and improving P&L performance.

KEY SKILLS

Sales Operations | Sales Excellence | Business Analysis | Data Analysis | Pricing Strategy | Continuous Improvement | Process Automation (RPA) | Financial Modelling | Business Intelligence (Power BI, Excel) | SAP SD | Project Management | Team Leadership | Problem Solving | Value Chain Understanding | Systems and Tools Development | Communication

PROFESSIONAL EXPERIENCE

Sales Operations Coordinator

AkzoNobel, São Paulo, Brazil

Feb 2022 – Present

- Led cross-functional efforts to implement a new commercial policy aligning pricing, incentives, and governance.
- Lead an 11-person team managing sales commissions, customer funds, sales systems, and pricing governance
- Designed and maintain customer funding models worth \$1M+ annually across 200+ customers
- Manage customer-funds process covering 5000+ agreements monthly and \$40M+ annually
- Automated end-to-end sales processes using RPA, VBA, and Power Automate
- Built executive reporting with 30+ new KPIs support board-level reporting
- Built a pricing model for 1,100+ SKUs and 30+ price lists, incorporating taxes, markups, and promotional conditions

CONTACT

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EDUCATION

University of São Paulo, ESALQ

São Paulo, Brazil | Jan 2024

MBA Data Science and Analytics,
(GPA: 9.0/10)

University SENAI

São Paulo, Brazil | Jun 2012

Bachelor in Mechatronics,
(GPA: 7.8/10)

LANGUAGES

English – Fluent (C1)

Spanish – Intermediate (B1/B2)

Portuguese - Native

OTHER INFORMATIONS

Volunteer worker since 2022

Scientific research project during graduate studies

Senior Project Analyst

Feb 2021 – Feb 2022

Cogna Educação, São Paulo, Brazil

- Built core data foundation for a new digital higher-education product supporting 10K+ students and 300K+ accounting documents
- Developed financial forecasts and revenue projections, modelling student growth, retention, and churn
- Ran incentive campaigns with 1,000+ activations monthly, driving 4%+ additional revenue
- Built competitive intelligence dataset via web scraping with 30K+ data points
- Developed Power BI dashboards tracking 10+ new KPIs to support board-level decision-making

Data Analyst

Nov 2019 – Feb 2021

Bazar de Bagdá, São Paulo, Brazil

- Created targeted mailing campaigns with 29%+ open rate, 9%+ conversion, and \$34+ per \$1 invested
- Built financial / operational models still in use after 8+ years
- Developed a web scraping tool for 50k+ SKUs across 10+ marketplaces, saving 20+ hours weekly. Model still in use.
- Managed a 5-person team ensuring product data quality

Owner

Jun 2016 – Mar 2019

Guide Corp Consulting, São Paulo, Brazil

- Delivered 10+ business redesign projects across multiple sectors
- Built KPI frameworks and dashboards for finance, marketing and operations
- Advised business owners on strategy and performance, aligning processes, defining KPIs, and driving continuous improvement

Mechatronics Technologist

Jan 2014 – Jun 2016

DR Promaq, São Bernardo do Campo, Brazil

- Managed a 3-person team in automation projects
- Worked on PLC/HMI programming, and delivery for machinery lines
- Implemented automation solutions for manufacturing clients