

PERSONAL INFORMATION

Ricardo Pateiro Marcão



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Sex Male | Date of birth 14 Sep 1987 | Nationality Portuguese

WORK EXPERIENCE

Apr 2018–Present

Project Leader

Altran Portugal, S. A.
Av. D. João II, Lote 1.07.2.1 Piso 2, 1990-096 Lisbon (Portugal),
<https://www.altran.com/us/en/>

- Project management, deadlines and activities management, risk assessment and management, talent acquisition, production of financial documents under Altran's delivery model (based on CMMI level 3) and customer management expectations in national and international projects related to Business Strategy
- Reviewer of our delivery management model
- Responsible for Gamification Silo in Altran Business Consulting team
- Gamification expert
- Responsible to implement a gamification model in entire organization, in order to address the performance and motivation through KPIs (key risk indicators), KCIs (key control indicators) and KRIs (key risk indicators). This model uses a Fibonacci Sequence, in order to achieve the main goals of our company in 2018: i) boosting sales, ii) improving operations and iii) engaging our employees.

Business or sector Professional, scientific and technical activities

Jun 2017–Feb 2018

Work Package Leader

Altran Portugal, S. A.
Av. D. João II, Lote 1.07.2.1 Piso 2, 1990-096 Lisbon (Portugal),
<https://www.altran.com/us/en/>

- Project management, deadlines and activities management, risk assessment and management, talent acquisition, production of financial documents under Altran's delivery model (based on CMMI level 3) and customer management expectations in national and international projects related to IT, Strategy and Pharma Quality
- Reviewer of our delivery management model
- Creator of a new kind of offer: Gamification
- Gamification expert
- Responsible to implement a gamification model in entire organization, in order to address the performance and motivation through KPIs (key risk indicators), KCIs (key control indicators) and KRIs (key risk indicators). This model uses a Fibonacci Sequence, in order to achieve the main goals of our company in 2018: i) boosting sales, ii) improving operations and iii) engaging our management employees. Through Gamification, we can address the main improvement opportunities and elevate our sales performance and quality. Specifically, this gamification initiative (Power Sales Gamification program for 2017) had some highlights:
 - > 3 leages: i) Sales Performance, ii) Thought Leadership and iii) Recruitment
 - > Challenge with 70 people, during 6 months
 - > KPIs: Amount of sales booking, ii) Number of new registered contacts, iii) Number of events per month (as speaker), iv) Number of new studies, white papers and PoVs and v) Number of hired people
 - > KRIs: i) Number of closed opportunities with success, ii) Number of new customers (>= 100k year), iii) Number of client workshops per month and iv) % of fulfilled opportunities over total open opportunities
 - > KCIs: i) Number of meetings, ii) Number of events per month (as participant), iii) % of qualified

candidates over total candidates proposed and iv) Number of recruitment events per month (as speaker)

> Results: More than 200% overall the indicators and more than 400% in the amount of sales booking

> 3 published papers on international conferences: Shanghai, Singapore, Seoul and Chicago

> 2nd place in Singapore and 3rd in Seoul as the best content paper and presentation

> 1 award for all winners: a trip to Brazil all included

Business or sector Professional, scientific and technical activities

4 Apr 2016–Jun 2017 **Advanced Consultant/ Engineer (acting as Project Manager)**

Altran Portugal, S. A.

Av. D. João II, Lote 1.07.2.1 Piso 2, 1990-096 Lisbon (Portugal),

<https://www.altran.com/us/en/>

Project management, deadlines and activities management, risk assessment and management, talent acquisition, production of financial documents under Altran's delivery model (based on CMMI level 3) and customer management expectations in national and international projects related to IT, Strategy and Pharma Quality

Business or sector Professional, scientific and technical activities

Oct 2015–Present **Graduate Research Assistant**

Universidade Europeia | Laureate International Universities, Estrada da Correia, n.º 53, 1500-210 Lisboa (Portugal) | 650 S. Exeter Street, 21202-4382 Baltimore, Maryland (USA)

Backup assistant and researcher for the following topics: i) Enterprise frameworks, ii) Gamification, iii) Project management, iv) Performance management, v) Talent retention and v) Capital profitability

Apr 2013–31 Mar 2016 **Consultant**

Capgemini Portugal

Avenida do Colégio Militar, 37, Torre Colombo Oriente, Piso 10, 1500-180 Lisboa (Portugal)

<http://www.capgemini.pt>

Prospecting new business opportunities, development of new commercial proposals and Top Management Consultant in different sectors, acting also as IT consultant and PMO consultant

Business or sector Setor dos Serviços Profissionais

May 2012–Apr 2013 **Trainee Consultant**

Capgemini Portugal

Avenida do Colégio Militar, 37, Torre Colombo Oriente, Piso 10, 1500-180 Lisboa (Portugal)

<http://www.capgemini.pt>

Participation in IT projects as IT/ Funcional Consultant and Team Leader with the best world player on the telecommunications sector and in the University of Lisbon on FénixEDU

Business or sector Setor dos Serviços Profissionais

Sep 2011–Jul 2013 **Research Consultant**

Agência para a Modernização Administrativa, I. P. (Presidency of the Council of Ministers)

Rua Abranches Ferrão, 10, 1600-001 Lisboa (Portugal)

<http://www.ama.pt>

Co-production of Global Strategic Plan in order to reduce the communications cost in Public Administration. ArchiMate and UML were the focused technologies

Business or sector Setor Público

EDUCATION AND TRAINING

- Mar 2018–Mar 2018 **Executive Education on Innovation and Strategy**
Harvard Extension School, Harvard University, 51 Brattle St, Cambridge, MA 02138 (USA)
Scope and Activites: i) Exploring the habits of today's "new innovators", ii) Bringing diverse talent together to spark new ideas, iii) Fostering innovative strategies, eliminating obstacles, and managing risk, iv) Ensuring that innovation remains a strategic priority, v) Driving innovation across the organization, vi) Hiring and partnering for successful innovation and vii) Measuring success in achieving innovation goals
- Oct 2017–Oct 2017 **Executive Education on Finance for Non-financial Managers**
Catolica Porto Business School, Universidade Católica Portuguesa, R. de Diogo Botelho 1327, 4169-005 Oporto (Portugal)
Main courses: i) The company under the perspective of finance, ii) Financial accounting, iii) Financial analysis, iv) Planning systems and budgetary control, v) Cost analysis and decision making, vi) Investment decisions and vii) Financial management
- Oct 2015–Present **PhD in Management** EQF level 8
Universidade Europeia | Laureate International Universities
Estrada da Correia, n.º 53, 1500-210 Lisboa (Portugal) | 650 S. Exeter Street, 21202-4382 Baltimore, Maryland (USA),
<http://www.europeia.pt/> | <http://www.laureate.net/>
Development of a **gamification model** in order to address the **performance management**, having the following main courses: i) Corporate Strategy, ii) Epistemology in Management, iii) Individuals, Groups and Organizations, iv) International Seminar in Management, v) Management Information Systems, vi) Management Research Methods: Qualitatives, vii) Management Research Methods: Quantitatives, viii) Organization Behaviour and Human Resources, ix) Research Design in Management, x) Research Projects I and II, xi) Research Development & Publication and xii) Thesis in Management
- Sep 2014–Sep 2015 **MA in Management** EQF level 7
Universidade Europeia | Laureate International Universities
Estrada da Correia, n.º 53, 1500-210 Lisboa (Portugal) | 650 S. Exeter Street, 21202-4382 Baltimore, Maryland (USA),
<http://www.europeia.pt/> | <http://www.laureate.net/>
Finance & Investment: i) Case Study, ii) Finance and iii) Management Control
Management & Competitive Intelligence: i) Case Study, ii) Competitive Intelligence & Market Research, iii) International Economic Environment and iv) Strategy: Cases of Industrial Recreation
Markets & Innovation: i) Case Study, ii) Economic Psychology, iii) Product Development & Innovation and iv) Relational & Digital Marketing
Operations & Systems: i) Case Study, ii) Executive Information Systems, iii) Project Management and iv) Supply Chain & Distribution Systems
People & Competences: i) Case Study & Seminar, ii) Leadership & Team Management, iii) Negotiation and iv) Performance Management
- Sep 2009–Jun 2014 **MSc on Computer Science and Engineering** EQF level 6
Instituto Superior Técnico (Taguspark), University of Lisbon
Avenida Rovisco Pais, 1, 1049-001 Av. Prof. Dr. Cavaco Silva, 13, 2744-016 Porto Salvo, Oeiras, Lisbon (Portugal)
<http://tecnico.ulisboa.pt>
Major in Corporate Information Systems: i) Architecture, Processes and Tools for Information Systems, ii) Organizational Architecture for of Enterprise Information Systems, iii) Management and Treatment of Information, iv) Decision Support Systems and v) Enterprise Systems Integration
Minor in Intelligent Systems: i) Autonomous Agents and Multi-Agent Systems, ii) Natural Language and iii) Search and Planning
Application Areas: i) Strategic Management and ii) Organization and IT Function Management
Project and Master Thesis: Development of an Information Management Model, focusing Performance Monitoring and using the alarmist concept

Sep 2006–Feb 2012 **BSc on Computer Science and Engineering** EQF level 5

Instituto Superior Técnico, University of Lisbon
 Avenida Rovisco Pais, 1, 1049-001 Lisbon (Portugal)
<https://tecnico.ulisboa.pt/en/>

Computer Science: i) Analysis and Synthesis of Algorithms, ii) Computer Architecture, iii) Databases, iv) Compilers, v) Computer Graphics, vi) Software Engineering, vii) Foundations of Programming, viii) Artificial Intelligence, ix) Human-Computer Interaction, x) Introduction to Algorithms and Data Structures, xi) Logic for Programming, xii) Systems Analysis and Modeling, xiii) Object-Oriented Programming, xiv) Computer Networks, xv) Digital Systems, xvi) Distributed Systems, xvii) Systems and Signals and xviii) Operating Systems

Engineering Sciences: i) Linear Algebra, ii) Complex Analysis and Differential Equations, iii) Differential and Integral Calculus I and II, iv) Electromagnetism and Optics, v) Mechanics & Waves, vi) Discrete Mathematics, vii) Probabilistic & Statistics and viii) Theory of Computation

Soft Skills: i) Management and ii) Portfolio I & II

Sep 2002–Jul 2005 **High School (Natural Sciences topic)** EQF level 4

Escola Secundária Conde de Monsaraz
 R. João de Deus, 99, 7200-255 Reguengos de Monsaraz, Évora (Portugal)
<http://www.aermonsaraz.com>

PERSONAL SKILLS

Mother tongue(s) Portuguese

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	B1	B2	A2	A2	B1
Spanish	C1	B2	C1	C1	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Communication skills

- Good communication skills
- Good presentation skills
- Good interface skills/ relationship skills between our customers and our colleagues in a project team

Job-related skills

- Customer management and its expectations under consulting projects
- Team leadership
- Project management, under PMI best practices
- Development of commercial proposals, market analysis and prospecting new business opportunities
- Talent acquisition
- Requirements management
- Business process management
- Development of information system management models, SWOT analysis, benchmarking reports, responsibilities matrix, CRUD matrix to relate entities, requests for proposals, competitors' evaluation and business cases
- Using Zachman framework to map and address of business and IT function
- Operational efficiency management
- Cost management

Digital skills

SELF-ASSESSMENT

Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

<p>Scrum Master Accredited Certification™ Scrum Product Owner Accredited Certification™ Accredited Product Manager™ Accredited Program Manager™ Accredited Project Manager™ Accredited Project Quality Manager™ Accredited Project Requirements Analyst™ Accredited Service Manager™ Scaled Scrum Expert Accredited Certification™ Scrum Certification for Java Developer™ Scrum Certification for Mobile App Developer™ Scrum Certification for Web Developer™ Scrum Coach Accredited Certification™ Scrum Trainer Accredited Certification™ Doctor in Management (ongoing) Master in Management Master in Information Systems and Computer Engineering Major in Corporate Information Systems Minor in Intelligent Systems Bachelor in Information Systems and Computer Engineering</p>
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Development Tools: i) CVS, ii) Eclipse, iii) Enterprise Architect, iv) Microsoft Biztalk, v) Microsoft SQL Server, vi) Microsoft Visual Studio, vii) Netbeans, viii) PostgreSQL and ix) SVN

Modeling Languages: i) ArchiMate, ii) BPMN, iii) OWL, iv) SysML and v) UML

Programming Languages: i) Assembly, ii) C, iii) C++, iv) Common LISP, v) Flash, vi) HTML, vii) Java, viii) Mathematica, ix) MatLab, x) Scheme, xi) SQL, xii) XML, xiii) XQuery, xiv) XPath, xv) PL/SQL and xvi) .Net

Production Documents Software: i) LaTeX, ii) Microsoft Office: Excel/ Word/ PowerPoint, iii) OpenOffice, iv) SPSS and v) Scrivener

Operating Systems: i) Microsoft Windows, ii) Linux and iii) Mac OS

Driving licence B, B1

ADDITIONAL INFORMATION

Memberships

- Commercial model in Blu Models Portugal, NF Management and Start Image (since 2016)
- Rotaract Club Lisboa Norte fellow (since 2016)
- Founder of Strategy and Competitive Intelligence Professionals Portugal Chapter (since 2014)
- Coordinator of Taguspark Silo, under Direction of AEIST - Students Association of Instituto Superior Técnico (2011-2012)
- President of Group for Contact with Companies of Instituto Superior Técnico (2011-2012)
- Coordinator of Group for Contact with Companies of Instituto Superior Técnico (2010-2011)
- Collaborator no Taguspark Silo and Cultural Silo, under Direction of AEIST - Students Association of Instituto Superior Técnico (2010-2011);
- Collaborator of Group for Contact with Companies of Instituto Superior Técnico (2009-2010)
- Surfer on the following teams: i) Caparica Surfing Club (2008-2009) and ii) Instituto Superior Técnico (2007-2009)
- Scout in CNE Portugal Group 1085 (1994-2004)

Publications

- "Performing Operational Management with Gamification" (Toronto, Canada, March 2018): inpress
- "Developing Medical Devices with Gamification" (Ottawa, Canada, March 2018): inpress
- "Developing Medical Prototypes with Gamification", 331st International Conference on Economics, Management and Social Study (Los Angeles, USA, February, 2018): http://www.worldresearchlibrary.org/up_proc/pdf/1401-152265007355-58.pdf

- "Enterprise architecture as a key to address performance management (through Gamification)", publication description 284th International Conference on Science, Technology and Management (Singapore, November 2017): http://www.worldresearchlibrary.org/up_proc/pdf/1166-151539138430-33.pdf
- "Gamification in Sales Effectiveness Activity", 310th International Conference on Social Sciences and Economics (Seoul, South Korea, November 2017): http://www.worldresearchlibrary.org/up_proc/pdf/1234-15163646529-12.pdf
- "Monitoring the Performance Management through Alarmistic and Gamification", 282nd International Conference on E-Education, E-Business, E-Management and E-Learning (Chicago, USA, November 2017): http://www.worldresearchlibrary.org/up_proc/pdf/1238-15164217151-6.pdf
- "Corporate frameworks and technological products focusing alarmistic and monitoring indicators of control and performance", 11th Iberian Conference on Information Systems and Technologies (Gran Canaria, Spain, July 2016): <http://ieeexplore.ieee.org/abstract/document/7521432/>
- "Monitoring the Performance of University Curricular Student", Instituto Superior Técnico, University of Lisbon (Oeiras, Portugal, July 2014): <https://fenix.tecnico.ulisboa.pt/downloadFile/395146462367/Dissertacao.pdf>

Honours and awards

- Best performance management and gamification model on Los Angeles conference (2018)
- Best performance management and gamification model on Ottawa conference (2018)
- Best performance management and gamification model on Toronto conference (2018)
- Best paper content and presentation on Los Angeles conference (1st place, 2018)
- Best paper content and presentation on Seoul conference (3rd place, 2018)
- Best paper content and presentation on Singapore (2nd place, 2017)
- Top 6 students on MA in Management (2015)