

Fernando Mocelin Machado

CFTA | CRA-RS | CREA-RS | PMI

Global COO | Digital Transformation, Applied AI, Data and Automation

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Executive Summary

Executive working across applied AI, data, agribusiness, automation and digital transformation. As Global COO of NSH Technologies and Founder and CEO of Solutiva, leads operations and digital initiatives across Latin America, EMEA and North America, connecting strategy, governance and execution in enterprise ecosystems and multicultural teams. As Academic Coordinator (IT and Agribusiness) and Professor at Senac, develops professionals and builds technology and AI capabilities.

Competencies

- Corporate AI strategy and adoption
- Data governance, responsible AI and privacy
- Intelligent automation and process redesign
- Digital transformation and global operations
- Enterprise architecture, cloud and platforms
- Portfolio, program and PMO management
- Multicultural leadership and executive stakeholders
- Talent development and technology education

Interests

Executive positions in artificial intelligence, data, agribusiness and digital transformation at multinational companies, focused on strategy, corporate AI adoption, governance, automation and global operations.

Academic Background

2026-Present	PhD *Data Science and Artificial Intelligence*	UTEL, Mexico
2026-2027	MBA (in progress) *Higher Education Institution Management*	Unopar
2024-2026	Master's Degree *Information Technology Management*	UTEL, Mexico
2018-2026	Postgraduate Specializations *Project Management (FGV EBAPE), Software Engineering (PUC Minas), Higher Education Teaching (Unopar) and Vocational and Technical Education Teaching (Anhanguera)*	FGV, PUC Minas, Unopar and Anhanguera
2015-2017	Undergraduate Degree *Systems Analysis and Development*	IFRS Campus Sertão
2009-2013	Undergraduate Degree *Agribusiness Technology*	IFRS Campus Sertão
2006-2009	Technical High School Diploma *Agricultural Technician*	Escola Agrotécnica Federal de Sertão

Professional Experience

2023-Present — Global Chief Operating Officer (COO) — NSH Technologies
Leads global operations across Latin America, EMEA and North America, with portfolio governance, risk management and adoption of generative AI and automation.

2022-Present — Founder and CEO — Solutiva
Consultancy operating in AI-enabled digital transformation, process automation, custom software, digital compliance and strategic management.

2026-Present — Academic Coordinator (IT and Agribusiness) and Professor — Senac Erechim, RS
Coordinates 5 technical programs (5,800 h) in AI, systems development, infrastructure and agribusiness, including the rollout of the 2027 curricula covering machine learning, deep learning, NLP and computer vision.

2021-2023 — Chief Operating Officer | Head of Digital Commerce — NSH Technologies
Built the B2B, B2C and marketplace digital commerce area and, as COO, consolidated delivery and governance processes for international operations.

2017-2021 — Senior Project Manager — Compass UOL
E-commerce and integration projects for large enterprises, following experience in development and requirements analysis.

2011-2017 — Earlier Experience — IFRS, Zanatta, Sicredi, COOPERA
Systems analysis and development, agricultural production coordination, and business and cooperative roles.

Executive Education

2025	Organizational Leadership & Management Specialization | Northwestern University
2025	Entrepreneurial Finance: Strategy and Innovation | Duke University
2025	Google Project Management Professional Certificate | Google

Certifications and AI Training

2026-2027	Microsoft Elevate Educator Expert | Microsoft
2026-Present	Minecraft Education Ambassador | Microsoft
2026	Microsoft Copilot Prompt-a-thon for School Leaders | Senac
2025	Oracle OCI 2024: AI Foundations and Foundations Associate (valid until 2027)
2025	Santander | AI rules: how to use AI without legal risks
2024	PMI | Generative AI applied to project management
2026	EducaTRI | Responsible AI, prompt engineering, innovation and compliance

Additional Information

Languages: Portuguese (native), Spanish (fluent) and English (advanced).

Quantitative details, clients and contractual information are withheld in accordance with confidentiality agreements, information security and data protection requirements.