William Garcia

Process Automation · IT Product Owner · DevSecOps Project Manager · Sales Engineer · Scrum Master · Data Analytics Specialist

São Paulo, Brazil · Brazilian and EU (Portugal) citizen
linkedin.com/in/williamgarciaexecutive · Portfolio: williamgarcia.pro

SUMMARY

Technology business development professional with over 14 years in SaaS and tailor-made solutions for SMB and Enterprise companies. I own the solution end to end: from requirements discovery to product design, proposal and negotiation, through implementation and go-live, and into post-go-live support, sustaining and new features. The goal is to maximize process digitalization and automation through technology, best practices and security, driving productivity and revenue growth.

14+ years of experience	**150+** projects delivered	**USD 10M+** in negotiated projects	**15+** industry segments	**5,000+** demos and business meetings

Target roles: Sales Engineer · Solutions Engineer · Solutions Architect · Scrum Master · Project Manager · Product Owner · Data Analytics Specialist

PROFESSIONAL EXPERIENCE

Solution Architect — 05/2023 – Present
WTech Consulting · Process Automation and Digital Transformation — Hybrid

- 3 projects delivered, USD 280K. Top performer in Brazil among Docusign integration partners in FY2023.
- Product Owner and Scrum Master: driving products from vision and creation to rollout and delivery.
- Led product specialists and the risk team; owned and prioritized the backlog.
- Analyzed customer feedback to identify improvements.
- Designed and improved policies with Legal, Business and Risk Operations.

Product Owner & Sales Engineer — 02/2022 – 04/2023
Zendesk · Leader in CRM solutions — Hybrid

- 6 projects delivered, USD 561.6K, leading a team of 10.
- 16 new opportunities identified, generating USD 768K in savings within 6 months.
- Integration projects, partner development and high-impact incident management.

Clients: Nubank, PwC, BMW (DE), Atento (ES), American Tower, Kimberly-Clark, Mitsui & Co, Sodexo, Onest (MX), Stefanini (CL), Unilever (UK)

Sales Manager — 02/2020 – 02/2022
DocuSign · Leader in digital agreements — Hybrid

- 130% of target: 6 contracts, USD 1M in projects and USD 570K in ARR.
- Top Performer Sales Latam & New Logo Machine (121%, Dec/2020); Top Performer Farmer (122%, H1 Jul/2021).
- GTM strategy and operational plan for product security.

Clients: PepsiCo (MX), Viña Concha y Toro (CL), Syngenta, Johnson & Johnson, Heineken (NL)

BI, Big Data & Analytics Sales Specialist — 02/2016 – 01/2020
Cortex Intelligence Group · Location Analytics — Hybrid

- 10 new projects in 1 year, leading a team of 5; 120% of target (USD 240K+).
- Top Performer Sales Rep (126%, H1 Apr/2019).
- Long-term roadmaps; measurement of product controls and security processes.

Clients: Roche, Vale, BASF (DE), Accenture, Logicalis (UK), Iberdrola (ES), Toyota, GE, Philips, Align Tech (NL)

SaaS Delivery Consultant — 12/2013 – 02/2016
Oracle Corporation · ERP and Supply Chain — Hybrid

- Functional consultant in Monterrey (Mexico) for FEMSA.
- Entry-level Top Performer in billable hours allocation (92%, May/2015).
- ERP and Supply Chain projects.

Clients: AMX Telecom, FEMSA (MX), AMBEV (BR/US)

EDUCATION

Manufacturing Engineering — UNICAMP (Universidade Estadual de Campinas) · 2009–2014

MBA - CyberSecurity — USP (Universidade de São Paulo) · 2026 – in progress

SKILLS

Information Security and GRC: MBA in Cybersecurity (USP), Google Cybersecurity (10 certifications), NIST CSF 2.0, ISO/IEC 27001, SOC 2, CIS Controls, Zero Trust, LGPD/GDPR and privacy, Cyber risk management, Incident detection and response, Network security, DevSecOps, Cloud security, AI security and risk

Process Automation: Process mapping (AS-IS / TO-BE), Workflow automation, REST API integrations, Digital agreements and e-signature (Docusign), CRM and service automation (Zendesk, Salesforce), ETL and data integration, Python, AI applied to processes

Product & Strategy: Product Owner, Product lifecycle, Sales/GTM strategy, Business development, Strategic planning, Stakeholder management (C-Level), Data-driven decisions

Agile & Projects: Scrum Master, Agile frameworks, PMBOK, Jira, Miro, Trello, Risk management, Communication and leadership

Data and Technology: SQL, Data Science/Analytics, Big Data, Power BI, AWS, Google Cloud, Oracle, Salesforce (SFDC), CRM, UX, Linux

Languages: Portuguese Native · Spanish Native · English Fluent · German Basic (studying) · Italian Intermediate · French Intermediate

CERTIFICATIONS (53)

53 verifiable certifications at https://williamgarcia.pro/en/resume

Automation, Digital Agreements and Integrations (15)

- Certified DocuSign eSignature Implementation Consultant — Docusign, Mar 2024
- DocuSign Organization Management Specialist — Docusign, Nov 2023
- DocuSign CLM Implementation Consultant — Docusign, Nov 2023
- DocuSign eSignature Implementation Consultant — Docusign, Oct 2023
- DocuSign CLM Workflow Specialist — Docusign, Oct 2023
- DocuSign eSignature API Specialist — Docusign, Oct 2023
- DocuSign CLM Technical Consultant — Docusign, Oct 2023
- DocuSign eSignature Technical Consultant — Docusign, Oct 2023
- DocuSign for Salesforce Administration Specialist — Docusign, Oct 2023
- DocuSign eSignature Administration Specialist — Docusign, Oct 2023
- DocuSign eSignature Template Specialist — Docusign, Oct 2023
- DocuSign CLM Administration Specialist — Docusign, Oct 2023
- DocuSign Transformation Strategist — Docusign, Oct 2023
- DocuSign Sales Executive Specialist — Docusign, Oct 2023
- DocuSign Services Sales Executive Specialist — Docusign, Oct 2023

Project Management and Agile (8)

- Professional Scrum Product Owner™ I (PSPO I) — Scrum.org, Jul 2024
- Professional Scrum Master™ I (PSM I) — Scrum.org, Jul 2024
- Google Project Management Professional Certification — Google, Oct 2025 · ID 0QF5JV7P40OB
- Agile Project Management Certification — Google, Oct 2025 · ID WJ2M0X5OJNAB
- Project Execution: Running the Project — Google, Oct 2025 · ID EKTZRMTP8L1T
- Project Planning: Putting It All Together — Google, Oct 2025 · ID QSBBUENFO7J4
- Project Initiation: Starting a Successful Project — Google, Oct 2025 · ID 5B22T3IF08I0
- Foundations of Project Management — Google, Oct 2025 · ID X7UQ3A3NCISP

Cybersecurity (10)

- Google Cybersecurity Professional Certification — Google, Oct 2025 · ID BP11CFX7UIXN
- Automate Cybersecurity Tasks with Python — Google, Oct 2025 · ID HGVRF72C1QG2
- Put It to Work: Prepare for Cybersecurity Jobs — Google, Oct 2025 · ID XDWBM0Q5CNFO
- Sound the Alarm: Detection and Response — Google, Oct 2025 · ID PWRGWC9B7NKW
- Assets, Threats, and Vulnerabilities — Google, Oct 2025 · ID EOR27852Z180
- Tools of the Trade: Linux and SQL — Google, Oct 2025 · ID Q3561CVGVBTY
- Connect and Protect: Networks and Network Security — Google, Oct 2025 · ID 6UYHMGXQ8NZR
- Play It Safe: Manage Security Risks — Google, Oct 2025 · ID IDTB6Q7WQJ4K
- Foundations of Cybersecurity — Google, Oct 2025 · ID Z5BI9F6JW9BB
- IT Security: Defense against the digital dark arts — Google, Oct 2025 · ID GGTVAEECLY5X

Data, AI and Digital Transformation (5)

- Google Data Analytics Professional Certification — Google, Nov 2025 · ID PBLHLNPP7UXY
- Google AI Essentials Integrated Professional Certification — Google, Nov 2025 · ID 8ZX3MAIQOK4B
- Accelerate Your Job Search with AI — Google, Oct 2025 · ID TJQ0CULDD8PW
- IA Experience — StartSe University, Jun 2024 · ID 65fc900ed06a030013cc841e
- Digital Transformation Specialist Certifications — Coursera, Oct 2019 · ID VXMUCRCDLSUF

IT Infrastructure and Support (5)

- Google IT Support Professional Certification — Google, Oct 2025 · ID GSE0YO73YIM6
- System Administration and IT Infrastructure Services — Google, Oct 2025 · ID 4OUZ5W929VS1
- Operating Systems and You: Becoming a Power User — Google, Oct 2025 · ID HZ3BBBY98ECS
- The Bits and Bytes of Computer Networking — Google, Oct 2025 · ID W13MH07I8JRL
- Technical Support Fundamentals — Google, Oct 2025 · ID Q80YBVEL6PRY

Business, Sales and Systems (10)

- Sistema de Gestão Empresarial ERPFlex — TI Educacional, Feb 2017
- Sandler Workshop: Trading and Sales Techniques — Sandler, Mar 2016
- Sales Development Program - Negotiation and Decision Making — ISE Business School, Aug 2015
- OUM SaaS implementation process - lvl 4D — Oracle, Jun 2015
- Mastering the Business Relationship: Sales as a Value Added Service — Fábio Marques Company, Jul 2014
- Bootcamp about Value Selling and Customer Facing — Oracle, Apr 2014
- Presentation Skills — TMI Consultoria, Feb 2014
- DETMA - Development of techniques for memorizing and learning — Luvizzotti Corporate Education, May 2010
- Investments Stock Exchange — Scienza XP Investments, Aug 2009
- Basic Mechanics — Senai São Paulo, Mar 2009

AWARDS AND RECOGNITION

- FY22 – Top Q2 SunCo Quota Performer — Zendesk
- FY21 – Top Annual Performer Sales Hunter/Farmer Rep — Docusign
- FY19 – Top Annual Performer Sales Hunter/Farmer Rep — Cortex Intelligence
- FY18 – Top Q1 Performer Sales Hunter Rep — MC1 - Win The Market
- FY17 – Top Annual Performer Sales Hunter Rep — MC1 - Win The Market
- FY16 Q3 – Top Performer Sales Rep — Geofusion

INTERNATIONAL COURSES

- Intensive General English — Navitas College, Australia
- Intensive Business Course — Kaplan International College, Australia