

Contact

+55 41 988471973 (Mobile)
rodrigo@hag.group

www.linkedin.com/in/
rodrigodealvarenga (LinkedIn)
www.researchgate.net/profile/
Rodrigo_De_Alvarenga (Portfolio)
hag.group (Company)
rodrigodealvarenga.com/
(Personal)

Top Skills

Business Strategy
Business Planning
Strategy

Languages

Spanish
English

Certifications

TOEFL iBT
Selo Sou Investidor

Honors-Awards

Aster Award - 10th Brazilian Edition -
Professional Trajectory
1o. Lugar - Melhor Ideia de Startup
HSBC Excellence Award

Publications

O Empreendedorismo de Alto
Impacto, as Startups e a Economia
Compartilhada

“Startup é investimento tão bom
quanto a bolsa”

Rodrigo de Alvarenga

Board Member | Consultant | Venture Builder | Mentor | Speaker
Curitiba

Summary

Startup grinder, angel investor, mentor, board member, entrepreneur, professor and passionate about leadership, startups and social & tech based entrepreneurship. Extensive experience in the financial area, particularly in the Brazilian market, dealing with local and foreign companies, subsidiaries, shareholders, CEO's and Board members. Founded or invested on several startups, mentored, assessed, supported startups, entrepreneurs & founder in several programs around the world (USA, EU, Asia, Middle East & LATAM), including acting as judge in several Awards & Acceleration programs in Brazil and internationally. Additionally to that, large experience in executive management positions, leading high performance teams and offices in different States.

Specialized in: mentoring, venture building, social & tech based entrepreneurship, angel investing, strategic thinking, executive management, financial advisory, negotiation, startups, internationalization.

Experience

Dacar Quimica Do Brasil S/A
Executive Board Member
October 2019 - Present (1 year 1 month)
Curitiba, Paraná

HAG.Group
CEO & Founder
May 2013 - Present (7 years 6 months)
Curitiba Area, Brazil

Founded in March/2010, HAG Consulting is specialized in strategy & business design, entrepreneurial corporate education, financial and banking consultancy, also providing services as board members, fund raising, executive management and related fields, including business plans & sales strategy development. We started focusing on strategic, financial and banking

consultancy but later in 2013, as we jumped into the startup world, we became a venture builder providing strategic & business designs for corporate & startups, we made some investments in early stage startups focused on health, sharing economy, education, energy, real state, etc, building our own portfolio. At this point we also act as mentors to startups & entrepreneurs supporting the development of its business model into viable ones, introducing them to fund raising opportunities, angels and other investors. We are keen to participate on your story helping your company to reach new paths and outcome all the challenges that lies ahead.

"HAG.Group - Raw diamonds into high performance business"

The Superheroes Project

Superhero

May 2020 - Present (6 months)

EU | USA | LATAM | Brazil

Helping you or your small business to prevent and recover from stress and losses related to COVID-19. We are offering mentorship, business transformation & digital transformation services, workshops, among other services, with discounts on a need basis. Check it out!

Konsälidön

Managing Partner – Venture Building, Internationalization & Social Impact Ventures

November 2018 - Present (2 years)

Dubai, United Arab Emirates

Venture Building, Internationalization & Social Impact Ventures. In details:

Venture Building and Internationalization: Provide deep operational support to businesses, enabling leaner and more effective organizational structures through a flexible methodology that encompasses the entire process of developing new businesses from idea to the MVP by rapid prototyping. Our tiered investment strategy, combined with continuous feedback, allows the transformation of a local idea into a prosperous global business, while reducing the costs and risks inherent in this process.

Social Impact Ventures: Support founders to convert their passion into a business that can have an impact by developing their business skills and networks, thus enabling them to build sustainable impact driven ventures. We follow a hands-on approach that assists enterprises by validating their

business models and preparing them to access capital and customers, laying the foundation to increase their impact in a global scale.

FAC Centro Universitário

Visiting Professor - Graduate Program

April 2016 - Present (4 years 7 months)

Visiting Professor at FAE Business School, acting as a member of the faculty on the Graduate Certificate in Social Entrepreneurship & Business, responsible for delivering the course on Measuring & Assessing Impact on Social Entrepreneurship.

Startup Grind

Advisor & former Regional Director & Chapter Director - Brazil

February 2014 - Present (6 years 9 months)

Brazil

Startup Grind is a global community of entrepreneurs based on events designed to educate, inspire and connect entrepreneurs, investors, incubators, accelerators and company executives.

Startup Grind values:

We believe in making friends, not contacts. We believe in giving, not taking. We believe in helping others before helping yourself. We are truly passionate about helping founders, entrepreneurs and startups succeed. We intend to make their startup journey less lonely, more connected and more memorable.

In 2009, Derek Andersen - founder of Startup Grind - meets with friends. After a brainstorming of ideas and talking about being an entrepreneur, they decided to hold monthly meetings in order to offer mutual aid over time. By now, events are held at +200 cities over 95 countries, connecting +1,000,000 entrepreneurs worldwide. In 2013, we started to be powered by Google for Entrepreneurs reinforcing the importance of providing entrepreneurs with education, inspiration and networking.

ECO INNOVARE

CEO

May 2013 - October 2019 (6 years 6 months)

Eco Innovare aims to foster and develop innovation focused on energy&environmental efficiencies. In order to do that we have invested in R&D to develop a new tech that produces thermal (or electric) energy from metal scrap. The tech was patented by the inventor and after the first

3 prototypes we have developed the final product to be installed into clients industrial plants.

** After investing in innovation and products development we have changed the company's name from ACS internacional to Eco Innovare - Efficiency & Innovation in order to better and strongly reflect our focus.

Pontifícia Universidade Católica do Paraná

Assistant Professor

August 2017 - August 2019 (2 years 1 month)

Curitiba Area, Brazil

Invited to teach political & economic sciences at the Communication & Arts School using a completely different and more practical approach to support students in broadening their vision of the world, deepening their analytical skills and supporting them to understand how to jump start their professional journey combining skills, comprehension and execution.

Liq

Board Member

April 2018 - July 2019 (1 year 4 months)

São Paulo Area, Brazil

Board member at LIQ, one of the largest companies in Latin America offering solutions in customer relationship management (CRM) and business process outsourcing (BPO). The Company operates in an integrated manner, offering on-line and off-line solutions, following consumers' journey in all relationship channels, whether through face-to-face channels, such as physical stores, or remote channels, such as social networks, voice, messaging apps and chats. The Company has a broad portfolio of products and services that can be contracted on an individual basis, or integrated in a multi-channel structure, fulfilling our clients' needs based on their business characteristics.

Across all services, the Company acts in a consultative and customized fashion, allowing the customization of the relationship channels and the optimization of processes. This knowledge, amassed since our inception, is continually incorporated into systems and processes that allow the Company to operate the relationship channels efficiently and with quality, improving the operations' margins.

PUCPR

Coordinator & Professor at the Business Administration Undergraduate Program

August 2015 - February 2017 (1 year 7 months)

Curitiba Area, Brazil

In July 2015 I was invited by PUCPR to join the University as the Coordinator of the Business Administration Undergraduate Program at the Business School. The challenge was to lead a profound change in the program by combining four elements: (i) the new educational approach being adopted by the University (adoption of active methodologies of teaching like PBL, CBL, flipped class room, among others); (ii) the internationalization strategy designed by the University; (iii) update the programs' curriculum aligning to cutting edge programs encompassing among other things a learning by doing approach and entrepreneurship; (iv) leading the faculty to support and incorporate all changes into their teaching activities. We were aiming to build one of the most innovative programs ever seen in Brazil by applying cutting edge active teaching methodologies, assessment based on competencies acquired (assurance of learning) and a new vision that encompasses entrepreneurship, leadership and strategic thinking applied to develop the students' empowerment contributing to prepare a leader capable of dealing with the future that lies ahead. I stepped down in July 2016 and during the period I was responding for the chair we designed and implemented some important changes toward the proposed objectives.

Besides the Coordination of the Business Administration Undergraduate Program, I've been teaching classes of entrepreneurship on undergrad programs, of strategic management and Brazilian economic development for exchange students and of startups valuation and business analytics on graduate programs.

ACS Sistemas de Energia Ltda
Managing Director & Partner
May 2013 - October 2013 (6 months)

Founded in 2013, ACS was a startup business focusing on providing a differentiated package of innovative solutions for energy efficiency imported from our partners worldwide. We started focusing in two projects: (i) to form a joint venture with a German company to implement an energy production plant based on a technology of biodigestion of organic materials; (ii) importation of adapters, lamps and similar products that could provide energy efficiency for supermarkets and corporate building real state manager with fast paybacks. After 6 months we learnt that the importation of adapters, lamps and devices would require a much larger investment & structure than we were capable of having. The other project came very close to actually happen, we manage to find a German company to provide the technology, local partners who would be responsible for sales and implementation and the first two clients

who wanted to buy the plants. However, we failed in two things: (i) forge the shareholders agreement to launch the JV; and (ii) structuring the credit facilities to finance the implementation of the first two plants. As a result of the learning process we shut down the business.

Banco Safra

Superintendent / Executive Manager - Corporate Banking Curitiba/PR
April 2010 - May 2013 (3 years 2 months)

Responsible for the Corporate Banking Division for the State of PR, having relationship managers in Curitiba and Londrina who managed all clients with annual sales above BRL300MM. As an Executive Manager was responsible for handling the most prominent relationships with corporate clients in Curitiba with annual sales above BRL300MM, providing all corporate banking products and services according to clients needs.

Banco Santander S/A

Regional Superintendent - Corporate & Middle Market
April 2006 - February 2010 (3 years 11 months)

Based on Curitiba, I was responsible for Santander's Corporate and Middle Market Divisions in the States of Paraná & Santa Catarina (South of Brazil). Having a high-talented team compounded by 14 relationship managers (3 Corporate and 11 middle) and 4 assistants directly reporting to me and, additionally, 4 operational managers, 5 senior credit analysts, 4 specialists (insurance, cash management, payroll and derivatives) and 3 FX dealers matricially reporting to me. We were in charge of all corporate & Middle Market clients who had annual sales between BRL30-300MM (middle clients) and above BRL300MM (corporate), covering all aspects involved in providing such clients with all kinds of financial advisory and support, domestic products and services, treasury deals, foreign exchange products and services and any other kind of structured deals. We managed to become one of the most recognized banks in the region, achieving one of the first three positions in the market region during the period.

Banco Safra S/A

General Manager - Corporate Banking Curitiba
December 2000 - March 2006 (5 years 4 months)

I was responsible for the Corporate Banking unit based in Curitiba, responding for both SC and PR States. I had a team compounded by 3 professionals: 1 assistant, 1 treasury officer and 1 relationship manager. During this period we managed to become the 3rd most important annual profits within the

Corporate Banking Division only behind São Paulo and Rio de Janeiro, quite an accomplishment when comparing the giant differences on GDP.

HSBC Bank Brasil S/A - Banco Múltiplo

Senior Relationship Manager

March 1992 - December 2000 (8 years 10 months)

As a senior relationship manager at the Corporate Banking Division of HSBC in Brazil, I was in charge of 40 large economic groups of clients that operated in different markets such as: food&beverage, agribusiness, commodities, packaging, fertilizers, capital goods, technology, energy, among others. Also responsible for managing referrals from abroad indicating customers that were coming to Brazil and had special needs in order to understand and initiate their own operations here, as well as the referrals to other countries.

Previously to the Corporate Banking Division I had experiences in Retail, Treasury, Foreign Trade, Forfaiting, Corporate Finance, International Division, Capital Markets and Investment Banking, also in several projects and different positions along the way, always outperforming the expectations and budgets.

Education

Pontifícia Universidade Católica do Paraná

Doctor of Philosophy - PhD, Production Engineering & Systems · (2018 - 2022)

Singularity University

Exponentials Foundations, Exponential Foundations · (2017 - 2017)

Boston College

Entrepreneurship Summer Program, Entrepreneurship/Entrepreneurial Studies & Innovation · (2015 - 2015)

Universidade Federal do Paraná

Master's Degree, Economic Development · (2013 - 2014)

Universidade Federal do Paraná

Post Graduation (lato sensu), Economic Development · (2013 - 2014)