

Pedro Albertasse

DATA & AUTOMATION ENGINEER

Data warehouse · Power BI · Applied AI · Internal applications

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IN THE PRESS · STUDIES I BUILT THAT BECAME ARTICLES
Pipeline · Valor Econômico · Commissioned by the paper. CEO turnover in the index stopped being seasonal in 2026.
Brasil Energia · Oil, gas and energy accounted for **18 of the 64** CEO changes in the index.

InvestNews · Of the index's **141 CEOs**, **over 70%** built their careers outside finance.
Valor Econômico · Demand for infrastructure executives **up 150%** in 2026, 45% of it C-level and board.

PROFILE

Data and automation engineer at **FLOW Executive Finders**, an executive search firm in São Paulo. I own the commercial pipeline, 14 internal applications and the 10 AI agents the team uses every day, from the warehouse model through to the screen somebody opens on Monday morning. Four of the studies I built on companies in Brazil's main stock index became articles in the national business press. My degree is in digital game programming, and that is the road I took into data.

EXPERIENCE

- FLOW Executive Finders**
Commercial Analyst Jr. — Commercial & Analytics / Data Intelligence
São Paulo, Brazil · hybrid
Sep 2025 – present
Executive search consultancy. Owner of data, automation and every internal application the operation runs on.
- Built the **commercial dashboard for all 8 sector teams**, replacing the portfolio spreadsheet: eight tables consolidated into one base of 48 tables and 107 migrations, three views and realtime sync across sessions.
 - Moved reads onto **BigQuery over the HubSpot mirror Fivetran replicates**. Projects, meetings and proposals come from warehouse queries instead of the CRM API, with no rate limits. Writes go back through a webhook.
 - Automated the **weekly team report**: one pipeline renders, from a single query, both the interactive D3 report and the 15-slide deck — funnel, win rate, average ticket, allocation. It used to cost half a day every week.
 - Shipped a **news clipping service with a validation queue**: 24 edge functions classify each article by event (M&A, IPO, CEO change) and check live URL, company, duplicates and date before anything is published.
 - Put **10 AI agents** into production as Claude Skills: meeting briefings joining calendar, CRM and news, material generation, spreadsheet auditing. The team measured 30 to 40% time saved on routine work.

- FLOW Executive Finders**
Data Curation — internship
São Paulo, Brazil · hybrid
Aug 2023 – Jul 2025 · 2 years
- Cleaning, standardising and enriching the executive and company database, the quality layer everything downstream leans on. Power BI and recurring reports for the commercial, finance and delivery teams.

- Santos&Queiroz Representações**
Sales Assistant
São Paulo region, Brazil
2020 – May 2023
- Sales tracking and commission flow control, prospecting and account servicing.

SELECTED DATA WORK

CEO turnover on the Ibovespa · 2021–2026
I audited **60 CEO changes** across the **79 companies** in the Ibovespa, Brazil's main stock index, over five two-year windows. The sector-by-year heat map is the piece that pulled both headlines: the energy cut and the 2026 acceleration.

Mining portfolio reconciliation — CRM x internal base
146 projects consolidated from two systems that disagreed (47 in both, 31 CRM-only, 68 internal-only), enriched with seniority and salary band. R\$ 11.7M reconciled, and the C-level salary bands the infrastructure story quoted.

CEO career paths — warehouse x index
111 executives, **228 CEO appointments** and **858 experience rows** joined across three warehouse tables. Categorising each prior role is what produced the published finding: the CFO is no longer the default successor.

Investment fund → portfolio company map
Fund portfolio companies discovered through scraping, a cascade of public sources and LLM extraction. Content too thin returns zero and never calls the model. **86 relationships** mapped.