Guilherme (Gui) Alves

Senior Technology Executive & Technical Co-Founder

New York, NY (US, Canada & Brazil Experience)
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Executive Profile: Principal Analytical Lead at Google NYC, registered statistician (CONRE-3), and zero-to-one technology builder with 10+ years of experience driving C-suite commercial strategy, causal econometrics, and M&A data engineering. Proven track record advising VP and C-level executives on multi-million-dollar capital allocation, leading international matrixed squads across the US, Canada, and Latin America, and building enterprise data foundations from scratch—including leading the data organization at Puravida through its institutional acquisition by Nestlé Health Science. Architect and founder of an open-access Civic Tech & Digital Public Goods lab.

C-Suite & Board Capital Advisory | Bayesian Causal Econometrics | 0-to-1 Venture & M&A Data Architecture | International Matrix Squad Leadership | Spatial & Civic Tech Systems

EXECUTIVE & LEADERSHIP TRAJECTORY

Principal Analytical Lead, Americas Apps — Google

Sep 2025 – Present | New York, NY

- **C-Suite & Board Advisory:** Serve as senior strategic advisor to CEOs, CMOs, and VPs across tier-1 enterprise apps in the Americas, guiding $50M+ in annual capital allocation via econometric modeling and market share diagnostics.
- **Causal Inference & Incrementality:** Architect scalable Bayesian structural time-series (Causal Impact) and DMA-level lift testing agendas, improving marketing capital efficiency by 15%–30% across flagship retail and consumer platforms.
- **Matrix Squad Leadership:** Direct multidisciplinary squads of data scientists, cloud architects, product leads, and commercial executives to deliver 10+ high-stakes transformation initiatives annually.

Analytical Consultant (Brazil) & Canada Auto Industry Lead — Google

Jul 2022 – Aug 2025 | São Paulo & Toronto

- **Cross-Border Sector Leadership:** Selected for a cross-border mandate in Toronto leading analytical strategy for the Canadian automotive industry alongside enterprise consulting for Telecom, Gaming, Content, and Education giants in Brazil.
- **Commercial Growth Realization:** Unlocked tens of millions in incremental client revenue by replacing legacy attribution with causal measurement roadmaps, LTV forecasting models, and executive board reviews.

Head of Data Analytics — Puravida (Acquired by Nestlé Health Science)

Apr 2021 – Jun 2022 | São Paulo, Brazil

- **Venture M&A Data Infrastructure:** Hired to build the enterprise data engineering, BI governance, and analytics organization from zero across e-commerce, CRM, and supply chain.
- **Institutional Acquisition Enablement:** Delivered auditable unit economics, cohort retention, and LTV/CAC reporting frameworks directly supporting C-level due diligence for Puravida's acquisition by Nestlé Health Science.

Digital Analytics & Intelligence Lead
TIM Brasil (Telecom Italia) • 2020–2021
Directed digital performance intelligence across web and mobile channels for one of Brazil's top 3 telecom operators in Rio de Janeiro.

Senior Data Science Specialist
Rede Globo • 2019–2020
Led large-scale data science, audience modeling, and big data initiatives for Latin America's largest media conglomerate.

Senior Data Intelligence Analyst
L'Oréal • 2018–2019
Spearheaded marketing science, CRM intelligence, and consumer analytics across global beauty brands in Brazil.

CIVIC TECH PLATFORMS & DIGITAL PUBLIC GOODS (FOUNDER & LEAD ARCHITECT)

Parks Brazil — parksbrazil.com
OPEN SPATIAL DATA & ECO-TOURISM TECH
Spatial data infrastructure, satellite telemetry, API feeds, and dynamic 4-language localization mapping all 77 National Parks and 52 gateway cities of Brazil.

Congresso FC — congressofc.com
CIVIC TRANSPARENCY & LEGISLATIVE INTELLIGENCE
Automated ingestion pipelines processing open parliamentary data for 597 legislators, translating public spending and voting metrics into gamified analytics.

Uma Vez — umavez.com
OPEN ECOLOGICAL DATA & LIVING HERITAGE
Algorithmic cultural and ecological registry curating temporal data and chronological discovery for rare natural phenomena and living traditions.

EDUCATION, GOVERNANCE & THOUGHT LEADERSHIP

MBA in Business Administration & Management — FGV (Fundação Getulio Vargas), 2020–2022

B.S. in Statistics — UERJ (Universidade do Estado do Rio de Janeiro), 2011–2016

Academic Editor & R Contributor — IME-UERJ Free Software for Statistics & Epi-R (2012–Present, 14+ yrs)

Statutory Registration: CONRE-3 (Regional Statistics Council of São Paulo)

Keynotes & Lectures: Causal Inference, Enterprise App Economics, Boardroom Data Strategy

Languages: English (Full Professional) • Portuguese (Native)