

Celso Filho

Learning & Development Strategy Leader

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★ Authorized to work for any US employer

SUMMARY

Bilingual Learning & Development leader with 10+ years of experience structuring business units and driving growth through technology-driven solutions and data-backed strategies. Skilled in launching digital products, enhancing team performance, and delivering impactful learning experiences in dynamic, tech-focused environments. Ready to leverage my expertise to contribute to a forward-thinking organization shaping the future of education and business.

ACHIEVEMENTS



Operational Cost Efficiency

Structured a new corporate education unit at Reclame AQUI, achieving 300% of the target and optimizing processes for improved client efficiency.



Learning Program Development

Launched FIA ONLINE at UOL Edtech, enrolling 2,000+ students in its first year and generating \$150M+ in revenue by effectively managing cross-functional teams for a seamless program launch.



Digital Product Optimization

"Led digital strategy at Gama Academy, optimizing programs and launching Gama University with 500+ students enrolled in three technology-focused programs."



Strategic Market Expansion

Drove market growth at Gama Academy by launching programs that expanded reach and increased enrollment in tech skills training.

EXPERIENCE

Head of Learning & Development

Reclame AQUI (Internet Publishing)

10/2022 - 06/2024 Brazil

- Restructured a business unit to focus on digital learning solutions, achieving a 300% revenue increase in the first year by developing targeted, technology-based products.
- Designed and implemented Learning & Development programs, including onboarding and leadership training, resulting in a 30% boost in employee engagement and a 25% increase in team productivity.
- Directed pricing strategies, contract alignment, and integrated marketing efforts to enhance cohesion and enable rapid response to market demands.
- Developed operational frameworks to integrate innovative solutions from global industry events, enhancing product positioning and driving service expansion.

Director of Learning & Development

Gama Academy (Professional Training)

09/2021 - 10/2022 Brazil

- Established a new business unit for postgraduate programs in technology and business after an M&A, expanding the portfolio, enhancing executive education offerings, and driving a 29% increase in revenue and a 20% rise in enrollment.
- Developed and launched seven postgraduate and MBA programs aligned with organizational strategy and market demand, driving a 15% increase in program completion rates and student satisfaction scores.
- Forged strategic partnerships and streamlined operational processes, improving client relationships and contributing to measurable business unit growth.
- Designed and executed leadership development programs for faculty and staff, resulting in a 31% improvement in team performance metrics and fostering a culture of continuous learning.

Business Program Manager - Learning & Development

UOL Edtech (Digital Education Ecosystem)

10/2019 - 09/2021 Brazil

- Implemented an OPM model to launch 17 postgraduate and MBA programs in partnership with Latin America's largest business school, contributing to \$150M+ in revenue through a strategic blend of marketing, operations, and student support.
- Managed end-to-end program delivery, including client relationships and academic partner coordination, ensuring a seamless learning experience and achieving a 95% Net Promoter Score (NPS).
- Conducted market research and competitive analysis to position programs effectively within the digital education landscape, enhancing brand visibility and ensuring strong product-market fit.
- Designed and executed operational processes for program launches, streamlining workflows and reducing time-to-market by 20%, improving efficiency across teams.

EXPERIENCE

Head of Content & Strategic Development

Unicesumar (Private University)

12/2017 - 10/2019 Brazil

- Managed a team of 105 professionals, including direct managers, overseeing editorial production, audiovisual production, and special projects.
- Showcased educational material structures to stakeholders, including clients, students, and partners, ensuring clarity and engagement.
- Prepared comprehensive reports and studies for P&L and budget tracking, market benchmarking, and analysis of emerging trends.
- Achieved a 25% budget savings by internalizing previously outsourced production tasks.

Program Manager - Higher Education

Laureate Education (NASDAQ:LAUR)

09/2021 - 10/2022 Global

- Led 5 regional coordinators, conducting daily alignment meetings, crisis management committees, and strategic planning sessions.
- Conducted market practice studies and trend analysis for partner network management to inform strategic decisions.
- Achieved a 87% increase in student NPS indicators, reflecting enhanced student satisfaction.

EDUCATION

Master's Degree in Administration

2018

Postgraduate Degree in Organizational Communication

2014

Bachelor's Degree in Advertising

2009

CERTIFICATION

Leaders of Learning

Harvard University, 2023

AI for Business Professionals

Saint Paul Escola de Negocios, 2023

Digital Product Leadership

Tera, 2021

SKILLS

- | | | | |
|----------------------------|-------------------------------|----------------------|---------------------|
| ■ Leadership | ■ Growth Strategy | ■ Project Management | ■ CRM |
| ■ Budget Management | ■ Strategic Mindset | ■ Team Collaboration | ■ Asana |
| ■ Keen Attention to Detail | ■ Problem Solving | ■ SaaS | ■ Google Analytics |
| ■ Project Management | ■ Digital Product Development | ■ Salesforce | ■ Digital Marketing |
| ■ Training & Development | ■ Instructional Design | ■ Jira | ■ Digital Marketing |

LANGUAGES

English  Portuguese  Spanish 

VOLUNTEERING

Council Member

Brazilian Distance Education Association

2020 - 2024 Brazil

As a member of the Quality Council for the Brazilian Distance Education Association, I attend quarterly meetings to shape quality standards in Distance Education in Brazil. I organize events and lectures, support professional development, and evaluate award submissions for the Annual Congress (CIAED), contributing to educational excellence.