

# CELSON FILHO

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Bilingual Learning and Development leader with over 10 years of experience developing and implementing comprehensive education strategies for customers and stakeholders, especially within a sales, HR, and CS environment. Adept at leading cross-functional teams, my core expertise lies in owning the full life-cycle of learning content design and creation by designing and executing global corporate and academic learning strategies and integrating cutting-edge technologies to foster organizational growth. I also have a proven track record in project management for initiatives of all size, fostering engagement, and enhancing operational efficiency.

## KEY ACHIEVEMENTS

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- 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.
- Winner of the INFI Award for the project "Integration of Hybrid Teaching and New Digital Technologies," recognized for leveraging innovative strategies to connect academia and the corporate sector.
- Structured a new corporate education unit at Reclame AQUI, achieving 300% of the target and optimizing processes for improved client efficiency.
- Led digital strategy at Gama Academy, optimizing programs and launching Gama University with 500+ students enrolled in three technology-focused programs.
- Served as a board member of the Brazilian Association for Distance Education, contributing to quality standards, organizing professional events, and evaluating submissions for the Annual International Distance Education Congress (CIAED).

## EDUCATION

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Master's Degree in Administration, 2018

Postgraduate in Organizational Communication, 2014

Bachelor's Degree in Advertising, 2009

## CERTIFICATION

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Leaders of Learning, Harvard University, 2023

AI for Business Professionals, Saint Paul Business School, 2023

Digital Product Leadership, Tera, 2021

## PROFESSIONAL EXPERIENCE

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Head of Learning & Development, Corporate Education

**Reclame AQUI** (Latin America's largest consumer trust and reputation platform)

 10/2022 - 06/2024  Brazil

- Spearheaded the redesign and strategic growth of a corporate education division, achieving a 300% revenue increase within the first year by creating and deploying solutions and products that leverage the 3Es of development (Experience, Exposure, Education) and expanding market presence.
- Led an 8-person multidisciplinary team, fostering collaboration and operational excellence through structured daily meetings, strategic planning, and continuous performance tracking.
- Developed and executed comprehensive learning strategies, enhancing employee skills and partner capabilities across B2B and B2C markets, resulting in a 213% growth in the business portfolio.
- Built strategic relationships with C-level executives and major corporate clients, aligning learning solutions with business goals and driving new opportunities for collaboration and revenue.
- Represented the organization at global events like SXSW, NRF and Web Summit, integrating cutting-edge insights into educational programs and delivering high-impact lectures and presentations to stakeholders.
- Enabled internal meetings for operational needs, including pricing and billing, contract alignment, and marketing for campaigns and actions.

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Sr. Manager, Learning & Development

**Gama Academy** (Professional Training)

 09/2021 - 10/2022  Brazil

- Directed the development and successful launch of 7 postgraduate and MBA courses, aligning learning technologies and educational offerings with market needs and strategic goals.
- Led a cross-functional team of 16 professionals across educational management, learning design, audiovisual, training, operations, teacher experience, and contracts, fostering collaboration and driving operational excellence.
- Facilitated product definition and modeling sessions, collaborating with C-level executives to report progress and define strategic business initiatives, driving innovation in educational solutions.
- Managed stakeholder relationships, including clients, professors, and partners, to cultivate new partnerships, enhance synergies, and secure strategic contracts.
- Oversaw daily team operations through structured meetings and performance tracking, ensuring alignment with project goals and organizational vision.

## Sr. Program Manager, Sales/Business Enablement

### UOL Edtech (UOL EdTech leads Brazil's digital education transformation as the largest EdTech ecosystem)

10/2019 - 09/2021 Brazil

- Spearheaded a cross-functional L&D team of 10 professionals, driving collaboration across content design, operations, training, and marketing to deliver innovative, digitally-enabled learning experiences aligned with corporate objectives.
- Developed and executed a portfolio of 17 online postgraduate and MBA programs, leveraging adult learning principles and instructional design methodologies to achieve record-breaking enrollments of over 2,000 students in the first year and generating R\$200 million in revenue.
- Directed comprehensive program management, including hiring subject matter experts, integrating content, deploying strategic marketing initiatives, enhancing learner engagement, and expanding market reach.
- Built strategic partnerships with renowned educators and guest speakers, curating a network of national and international thought leaders to enrich learning content and boost program credibility.
- Collaborated with C-level executives and stakeholders to define and execute L&D strategies, establish KPIs, and drive data-informed decision-making, fostering a culture of continuous improvement and innovation in learning solutions.

## Head of Learning Content Strategy

### Unicesumar (Private University)

12/2017 - 10/2019 Brazil

- Directed a multidisciplinary team of 105 professionals, including managers in editorial production, audiovisual production, and special projects, driving high-quality, innovative educational content delivery.
- Partnered closely with the Dean to align on strategic initiatives, regularly presenting project outcomes and operational insights to the university's executive board, ensuring stakeholder buy-in and alignment with academic goals.
- Led comprehensive financial oversight, preparing detailed P&L and budget reports, conducting market benchmarking, and identifying new trends, resulting in data-driven decision-making and strategic resource allocation.
- Achieved a 25% budget reduction by internalizing outsourced production processes, optimizing costs while maintaining content quality and operational efficiency.
- Facilitated stakeholder engagement by showcasing educational materials to students, clients, and partners, gathering feedback, and incorporating insights to enhance learning solutions and content strategies.

## Program Manager - Higher Education

### Laureate International Universities

02/2013 - 12/2017 Global

- Led a team of five direct reports and 150 indirect staff across multiple regions (South, Southeast, Midwest, North, and Northeast), driving consistent educational coordination and operational excellence.
- Monitored and analyzed regional performance metrics, delivering detailed reports to senior leadership, enabling data-driven decision-making and strategic alignment.
- Spearheaded course accreditation and compliance processes, successfully securing Ministry of Education approval for over 30 support centers, ensuring full regulatory adherence.
- Developed and implemented the PROPAC (Academic Retention Program) to enhance student retention, contributing to a significant increase in Net Promoter Score (NPS), achieving a score of 77%.
- Optimized resource allocation and travel planning for regional coordinators, balancing budget constraints with effective coverage, and fostering strategic partnerships through site visits and stakeholder engagements.

## KEY SKILLS

- Budget Management
- Performance Improvement
- Curriculum Design
- Learning Consultant
- Project Development
- Team development
- Inspirational Leadership
- Cultural Sensitivity
- Sales Enablement
- Relationship Building
- Saas
- Asana
- CRM
- Google Analytics
- JIRA
- Salesforce
- Microsoft Office Suite
- Learning Management Systems (LMS)
- LLD Roadmap
- Ops Management
- Adult learning principles
- Instructional Design
- Behavioral change techniques
- Proposal creation/presentations
- Stakeholder management
- Strategic thinking
- Full life-cycle of learning content design and creation
- Vendors management
- Product Management