

Soraya Bittencourt

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OBJECTIVE

Develop and implement technological solutions to resolve business problems, adding value to customers. Use my core competency in technology, program management, consumer experience, devices, artificial intelligence, and e-commerce to deliver measurable positive results.

KEY ACCOMPLISHMENTS:

Technical Program Management – Strategic Planning – Global Partnerships – Enterprise Implementation

More than twenty years managing teams, implementing enterprise solutions, and delivering internet and mobile applications. Career highlights include concept, development and delivery of Expedia, AOL e-Commerce RESTful APIs, Wallet, and digital delivery subscription engine. Created a platform for Nutrihand Inc., that tracks and manages health biomarkers linking providers and patients. Successful enterprise implementation and management of many ERP Applications.

CORE COMPETENCIES

- Problem solver, fast learner, and team builder
- LLMs Selection and Training
- Excellent communication skills
- Experienced with geographically-dispersed teams
- AI Enterprise Implementation
- Full Stack expert in SAAS Platforms
- Product, Development, QA and Support
- Fluency in English, Portuguese and Spanish

TECHNICAL SKILLS

- Product and project management, design, development and QA SaaS and mobile apps
- Enterprise vendor selection, project management and implementation of systems including biotech ACE Quality System, Learning Management Systems, Contract Management and Collaboration tools
- Health Management, Nutrition, Fitness, Security and HIPAA compliance expertise
- Requirements gathering, market validation, prototype, usability testing, product specs, features, project management, development, quality testing and delivery
- Programming Languages: Python, HTML, CSS, JSP, XML, J2EE, JavaScript, iOS, JSON and MySQL
- Applications Experience with all Adobe, Microsoft, OpenText, SharePoint, Power Automate and other SAAS Enterprise applications

EXPERIENCE

Theravance Biopharma US LLC, South San Francisco, CA

Aug 2016 – present

Senior Director of Enterprise Applications and Architecture

Responsible for business applications. Analyzed, selected, and worked to implement enterprise solutions. Improved business process by using workflows. Work extensively with 3rd party vendors, managed internal resources and supervise validation across applications. Developed over 60 workflows for Quality management applications and a custom Contract Management CLM in SharePoint. Responsible for content across the organization, Coupa ERP and other applications.

Nutrihand Inc., Mountain View, CA
Founder/ CTO/CEO

2004 – present

Created the concept, founded the company, and successfully delivered a platform for health management applications. Lead operations and strategic direction with full responsibility for bottom-line, software, product development and marketing.

Key Achievements:

- Created the first internet based tracker, food nutritional dataset and health provider applications
- Developed successful business models
- Designed user experience for internet and mobile creating the following products in multiple languages: Wellness Center; RD Clinic; Nutrihand PRO; Snap Calories (iOS); Plate Maker(iOS) and Health First;
- Closed partnerships with McNeil's Nutritionals (Splenda), Néstle (Lean Cuisine), Rite Aid and a number of hospitals delivering unique services for their clients
- Establish company in Brazil to sell and manage wellness programs for corporations
- Implemented international payment solutions for our applications
- Integrated external technologies creating a unique application that links doctors and patients in real time to reduce health care costs
- Managed user acquisition and retention

American Online Time Warner, Mountain View, CA
Senior Technical Director

1999 – 2004

Lead a team of 132 engineers, product managers, program managers and customer service professionals. Developed and implemented integration of e-commerce technology to the existing infrastructure improving merchant integration, billing and sales. Came to AOL as an acquisition of Obongo Inc where I was VP of engineering.

Key Achievements:

- "One click deal" UX design where users would buy merchandise in one click
- Created new processes to integrate merchants into the network reducing time to market and customer services cost
- Developed mid-layer software to interface with 14 billing systems
- Created an e-Commerce subscription engine to compete with iTunes
- Contribute to 20% increase in e-commerce sales in 2005

Microsoft Corporation, Redmond, WA

1993 - 1998

Group Program Manager – Expedia.com

1994 - 1998

Created the concept, convinced management to invest on it, built the team and delivered.

Key Achievements:

- Built a successful application that generated millions in profit for Microsoft.
- Delivered multiple versions of the site to also attend the corporate market
- Helped switch from a CD-ROM based business to MSN to internet
- Successfully trained the team on delivering applications that are ON all the time – service model

Senior Program Manager – Windows

1993 - 1994

Worked to deliver Video for Windows to take advantage of DSP Intel chipset.

Key Achievements:

- Launched Windows Multimedia Extensions and Video for Windows right after Windows 3.0 launch

EDUCATION

Computer Science – Universidade Gama Filho, Rio de Janeiro, Brazil

Electronics - Centro Federal de Educação Tecnológica do Rio de Janeiro , Rio de Janeiro, Brazil

MIT - Media Lab 1987 - Synthesizer that follows musicians

Berklee College of Music Saxophone and Music Synthesis Majors

Stanford Continuing Education Courses:

Business 12: Entrepreneurship Learn with Silicon Valley Experts

Machine Learning Technology with Andrew Ng

Certified SCRUM Master