

Daniel Pereira

SENIOR BUSINESS ANALYST | PROJECT DELIVERY

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PROFILE

Business analysis and project delivery professional with 20+ years across telecoms, banking and SaaS in Ireland and Brazil. Combines a software engineering background with hands-on requirements analysis, process improvement, delivery governance, system integrations and stakeholder management. Experienced in Agile, Waterfall and hybrid delivery across distributed, cross-border teams. Professional Scrum Master I (PSM I); fluent in English and Portuguese.

SELECTED IMPACT

200 → 37	Reduced a client workflow from 200 manual steps to 37.
45% / 30%	SaaS migrations reduced maintenance costs by 45% and improved operational efficiency by 30%.
100% CCAR	Coordinated risk reviews and audit readiness supporting a 100% CCAR pass rate for four consecutive years.
€125K+	Renegotiated vendor contracts and partnerships, saving more than €125K annually.

PROFESSIONAL EXPERIENCE

Senior Project Manager — Engage Hub

Dublin, Ireland · May 2023 – Present

- Took a client's day-to-day workflow from 200 manual steps down to 37.
- Sole client-facing PM for a major Brazilian mobile operator, covering RFPs, Statements of Work, requirements and delivery governance.
- Coordinated MMSC, SMSC, Next Best Action and eCommerce integrations for cross-channel customer journeys.
- Ran A/B testing and segmentation; delivered RCS, MMS, SMS, email and WhatsApp programmes for debt collection, price changes and product advertising.

Technical Project Manager — Verizon Connect

Dublin, Ireland · Apr 2022 – May 2023

- Introduced OKRs to help R&D, QA and Infrastructure teams track Agile metrics and improve roadmap predictability.
- Worked with distributed stakeholders to reduce friction around releases.

Senior Business Analyst — Bank of America Merrill Lynch

Dublin, Ireland · Nov 2016 – Mar 2022

- Led third-party SaaS migrations that cut maintenance costs by 45% and improved operational efficiency by 30%.
- Coordinated enterprise risk reviews and audit readiness supporting a 100% CCAR pass rate for four years running.
- Delivered Agile/Waterfall hybrid programmes in a regulated environment; used retrospectives and governance forums for continuous improvement.

Business Analyst (Contract) — KBC Bank Ireland

Dublin, Ireland · Nov 2015 – Nov 2016

- Refined requirements and mapped release dependencies for a T24 Core Banking implementation, improving sprint cadence by 20%.

Business Analyst (Contract) — AIB

Dublin, Ireland · Feb 2015 – Jul 2015

- Improved acceptance criteria and requirements gathering, contributing to a 12% increase in release velocity.
- Facilitated Agile workshops and end-to-end customer journey mapping.

PROFESSIONAL EXPERIENCE · CONTINUED

Head of Development — Blackdog Communications

Dublin, Ireland · Aug 2012 – Jan 2015

- Migrated a telecom platform to SaaS cloud, reducing support costs by 26%.
- Renegotiated vendor contracts and partnerships, saving over €125K annually.

Software Engineer — CRUATECH

Dublin, Ireland · Jul 2011 – May 2012

- Built and integrated client-facing PSIM solutions.

Operations Coordinator — HGP Telecom

São Paulo, Brazil · Mar 2010 – Feb 2011

- Used Power BI and Microsoft Dynamics to track trends and inform decisions.
- Improved sales and post-sales processes through closer KPI and ROI tracking.

Early Career — Brazil

2003 – 2009

- IT pre-sales, project management, business analysis, software engineering and technician roles across telecoms, media and IT outsourcing. Experience included SDLC, BPM, ERP implementation and digital product development.

CORE SKILLS

Business analysis: requirements gathering, process mapping, BPM, UAT, A/B testing, data segmentation, user journey mapping.

Delivery: Agile, Scrum, Kanban, Waterfall, hybrid delivery, PMO governance, RAID management, lifecycle management, budgeting and forecasting, stakeholder and vendor management.

Technology: API/system integration, CRM platforms, journey orchestration, MMSC/SMSC integration, SQL, Power BI, Azure DevOps, Jira, Confluence, MS Project, Microsoft Dynamics.

Industries: financial services, SaaS, telecoms, fintech and digital transformation.

EDUCATION & CERTIFICATIONS

- Higher Diploma, Digital Content Creation — IADT, 2023
- Professional Scrum Master™ I (PSM I) — Scrum.org, 2022
- Certificate in Science, Data Analytics — Dublin Business School, 2021
- MBA, IT Project Management (incomplete) — FIAP, Brazil, 2008
- Bachelor's Degree, Technology Analysis & Systems Development — FIAP, Brazil, 2006