



Applications for
Microsoft Dynamics CRM

Summary Background, Honors and Awards

- Senior IT Consultant and Executive, passionate for technology and 16 years of IT background;
- Results focused professional with deep technical skills and a natural entrepreneur spirit;
- 15+ years managing, planning, designing, architecting, developing, deploying and supporting Solutions on Microsoft platform (since 1993 at Baú da Felicidade, with Visual Basic 1.0 and Sybase SQL Server 4.21);
- Public Speaking Skills: I used to teach technical trainings for about 13 years, specifically 10 years as a Microsoft Certified Trainer, empowering thousands of professionals, helping them to maximize the benefits of the Microsoft Technologies;
- 10+ years in technical pre-sales and 6 years of IT Solutions Selling (Microsoft Solution Selling);
- 6+ years of experience on strategic planning, business development and BD Managing as well;
- **Recognized as Microsoft Certified Solution Developer “Charter Member”, for being one of the very first professionals around the world, achieving that certification (15 days after global launch– 2nd of Latin America, and by that time, the world’s youngest professional to achieve it);**

Professional Certificates - *Approved in 39 (thirty-nine) Microsoft certification exam (since January 1995)s*

- Microsoft Certified Trainer (MCT) Mar, 1998
- **Microsoft Certified Solution Developer (MCSD) Apr, 1995**
- Microsoft Certified Systems Engineer (MCSE) Apr, 1997
- **Microsoft Certified Database Administrator (MCDBA) Dec, 1999**
- Microsoft Certified Professional + Site Building (MCP+SB) Aug, 2000
- **Microsoft Certified Systems Engineer + Internet (MCSE+i) Sep, 2000**



Microsoft Windows Mobile 5.0 Application Development
SQL Server 2005
Microsoft Office SharePoint Server 2007
Configuration
SharePoint® Portal Server 2003
Infrastructure



Enterprise Application Development
Database Administration
Database Development

Skills and Qualifications

- Solid and broad skills of solutions development from mobile devices to huge and complex n-tier distributed applications based on Microsoft Technologies;
- Deep knowledge of the IT industry business, with experience on writing technical and commercial proposals and presenting to a wide range of audiences, from technical staff to the senior executive board;
- Expertise in strategic planning and managing costs, resources, risk and schedules.

Methodologies & Frameworks	Horizontal Solutions	Main Industries
<ul style="list-style-type: none"> ■ MSF – MS Solutions Framework ■ Agile Development ■ .NET Framework ■ .NET Compact Framework ■ OO, UML, RUP. 	<ul style="list-style-type: none"> ■ Business Intelligence and KPIs ■ Mobility Solutions; ■ Documents and Records Management; ■ Knowledge Management & Collaboration; ■ e-Commerce (B2B, B2C, B2E) 	<ul style="list-style-type: none"> ■ Retail; ■ Media and Advertising Agencies; ■ Banking and Financial Services; ■ Pharmacy and Chemicals ■ Construction and Building;
Languages & Development Tools	Technologies and Bounded services	OS and Servers (OS, DB, Messaging, Comm,)
<ul style="list-style-type: none"> ■ Visual Basic .NET & 1.0-6.0 ■ Visual C++ .NET & 1.0-6.0 ■ Visual Studio Tools For Office; ■ Good/Intermediate knowledge: <ul style="list-style-type: none"> ■ Microsoft Windows Internals; ■ Assembly 8086, 80386, ... 	<ul style="list-style-type: none"> ■ ASP/ ASP .NET; Javascript / Ajax; ■ ADO .NET, ADO, RDO, DAO, OLEDB, ODBC; ■ MTS/COM+, XML WebServices and SOA ■ MSMQ (queuing) ■ Clustering and Load Balancing ■ CDO – Collaboration Data Objects; 	<ul style="list-style-type: none"> ■ Windows XP, NT / 2000 / 2003 ■ SQL Server (4.2-7.0 / 2000 / 2005) ■ Exchange (4.0-5.5 / 2000-2007) ■ SharePoint (2003/2007/WSS 3.0) ■ MS CRM 1.2 & Dynamics CRM 3.0/4 ■ Oracle and Sybase SQL Server ■ Novell Netware, HP-UX, IBM-AIX

Employment

2002 – (Current) Dot-Insight Technologies – Microsoft Gold Certified Partner

General Manager and Lead Software Architect

<http://www.dot-insight.net>

- Responsible for playing 3 different roles:
 - Technical / Architectural Lead and Senior Consulting / Coaching;
 - Technical Pre-Sales & Business Development;
 - Executive Management.

Technical Roles:

- Responsible for coding some complex pieces of our software projects in Visual Basic .NET (used in 70% of our software), C# (used in 30% of our projects); C++/Win32 development (10% of our projects uses C++);
- Responsible for coordinate and sometimes execute the Quality Assurance and Performance Tuning of pieces of both our own software and our partners and customers as well;
- Developers Highest-Level of Support (both inside the company and for customers and partners as well);
- When necessary, responsible to escalate cases to Microsoft Enterprise Support (an average of 1 to 5 cases / year is escalated).

Business Roles:

- **Led the company to be recognized by Microsoft as a GOLD Certified Partner**, leveraging our real-world background and commitment with our customers, in ALL the solution development related MSPP competencies: Custom Development, Data Management, Information Worker, Microsoft Business Solutions, Mobility, Business Process and Integration and ISV, with the Portals and ECM, Dynamics CRM and BI specializations;
- Develop close relationships with other Microsoft Partners, coaching them on the use of new Microsoft technologies and executing the complex pieces of their projects as well;
- Plan and implement differentiated service offerings that also include consulting and coaching for:
 - **Application Stress Testing, Transaction Cost Analysis, Capacity Planning and Performance Tuning;**
 - Patterns and Best Practices;
 - BPIO and APIO Initiatives; Early Adoption of New Technologies.

2000-2001

Avanade Brazil (systems.solutions.sucess/from Accenture & Microsoft)

Solution Development Consultant

- **Project Management, Consulting and lead development of solutions using Microsoft. NET Framework.**
- Assessment and Quality Assurance of applications developed by our customers and/or other vendors;
- Coaching and Knowledge transfer for Brazilian's IDC upon Microsoft technology's use (MOF, Scripting, WMI, ...)

Feb, 1999-Sep, 2000

Ka Solution (Microsoft Gold Certified Partner for Learning Solutions)

São Paulo, SP

Sr. Technology Consultant and Instructor

- Senior Consulting and Advisory on Microsoft Technologies;
- Developers Source of Support both for internal and for customer cases;
- Presentations and courses about new Microsoft products and technologies, some of them were delivered to early adopters' partners and customers (Windows 2000, Windows DNA).
- Visual C++ & Visual Basic 6.0 Development / SQL Server Database Design and Development.
- Lead development of mainframe integrated i-banking solutions like Banco Itaú's transaction history by e-mail (Itaú-Mail; Itaú Home Broker and many other success cases using Microsoft Platform (SQL, IIS, Exchange, ...);
- Teaching Top Microsoft Official Curriculum Courses;

1998 & 2000-2001

Microsoft Learning Centers (former Microsoft CTECs)

MCT / Independent Instructor - Microsoft Official Curriculum courses (W2K, Exchange, VB, SQL, .NET)

Impacta (São Paulo, SP);

New Horizons (São Paulo, SP);

Infoserver (Osasco, SP).

(TVI (Vitória, ES);

Saga (Rio de Janeiro, RJ);

Compucenter (São Paulo, SP)

1994-1998

Informatel Marketing Digital (former Microsoft Certified Partner)

São Paulo, SP

Last Position: Sr. Technology Consultant - Initially Hired as Systems Analyst

- Lead Development of the setup and communications modules of the very first Brazilian's e-commerce success case (1995): Pão de Açúcar Delivery and of the first Brazilian on-line shopping mall: Let's Shop – 1995 (cd-rom & internet), and a dozen of similar winner solutions;
- Microsoft Specialized Consulting; Development and Delivery of IT Strategic and SD Training;
- Technical Support for other Developers and responsible for escalating cases to Microsoft Support;

Events (... and many other events for Microsoft Gold Partners)

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|---|---|------------------------------|
| Feb 2000 | Microsoft Corporation | Denver, CO – USA |
| ■ Windows DNA 2000 Readiness Conference, featuring SQL Server 2000 | | |
| Mar 2001 | MSE Training (@avanade facilities) | Seattle, WA – USA |
| ■ Active Directory for Solution Developers | | |
| Dec 2007 | Lean Thinking Institute Brasil / CTE | São Paulo, SP, Brasil |
| ■ Construction Management Summit: Planning, Costs, Productivity & Lean Thinking | | |
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Some Courses Attended

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|--|------------------|---|------------------|
| Mar 2007 | Microsoft | Dec 2000 | Microsoft |
| ■ 2007 Microsoft Office System - Business Solutions Development | | ■ BizTalk Server | |
| Dec 2006 | Microsoft | Oct 1999 | Microsoft |
| ■ BPIO University - 4 day business strategy training | | ■ T-Prep Windows 2000 (1560, 1561, 1562, 1563) | |
| Dec 2006 | Microsoft | Aug 1999 | Microsoft |
| ■ How to create opportunities and make money with APIO | | ■ T-Prep Site Server Commerce Edition | |
| Nov 2006 | Microsoft | Aug 1999 | Microsoft |
| ■ Winning with IO Day for Partners | | ■ T-Prep Windows DNA | |
| Oct 2006 | Microsoft | Mar 1999 | Microsoft |
| ■ Microsoft Solution Selling | | ■ MIFST – Microsoft Internet Financial System | |
| Oct 2006 | Microsoft | Dec 1998 | HP |
| ■ IW / EVO University - SharePoint 2007 One week Technical Boot camp | | ■ HP-UX System 10.X and Network Administration Fundamentals of the Unix System 10.X | |
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Recommendations (Please Log-On @ Linked-In and Go To <http://www.linkedin.com/in/sergiopinheiro>)

Solution Development Consultant, [Avanade Brazil](#)

"I've known many fast learners during my professional life but it not easy to find another like Sergio. Combined with his intelligence, technological knowledge, dedication and passion, this aspect highlight him among many professional stars in the market today. It was a great pleasure to have partnered with Sergio in my career."

[Paulo Henrique Leocadio](#), former Architectural Consultant @ Microsoft LATAM RHQ Advanced Technology, nowadays he is the Support & Health Service Line LATAM Area Lead @ Microsoft LATAM RHQ.

Systems Analyst, [Informatel](#)

"Sergio is one of most brilliant brain I ever managed. He has talent, creativity, technical knowledge and strong personality. His capacity in manage complex problems and ability to develop high level solutions, many times in a short timeframe, is other important attribute of Sergio. I would work with Sergio again in any new situation."

[Luiz Alves](#), Technology Director, Informatel / managed Sergio at Informatel then occupied both CIO & Sales VP positions @ EDS Brazil.

General Manager and Lead Software Architect, [dot.insight technologies](#)

"Sergio is a very effective instructor, consistently receiving high praise from attendees and Microsoft. Sergio always maintained the utmost level of professionalism and commitment to deliver an excellent training experience. I am confident that Sergio will excel at any course he teaches."

Top qualities: Great Results, Expert, High Integrity

[Victor Buholzer](#), Project Manager at Asentus Consulting Group (Vancouver, BC, Canada), hired Sergio as a IT Consultant to deliver a SharePoint 2007's deep dive training for Microsoft Brazil in Mar 2007, and hired Sergio more than once.

"Sergio is a one of a kind IT expert, he knows a lot about technology (MS expert) and, on the other hand, has great skills to discuss with partners and clients from other expertise area. I was impressed by his capacity to deliver amazing solutions. Considering that we have been working on one of the most challenging project I have ever managed in my careers, I can recommend Sergio without any hesitation. I also really appreciate he's style, a clever and straight to the point guy!"

Top qualities: Great Results, Expert, On Time

[Bertrand Cocallemen](#), Project Manager at ABN Amro Bank, nowadays he is a Senior Planner at F/NAZCA) hired Sergio as an IT Consultant in 2005, and hired Sergio more than once.

"On the occasion we contracted Mr. Sergio Pinheiro to carry out a Project on national scope, he was always committed to quality and deadlines. He has professional integrity, reliability, excellent technical skill, great capacity of leadership in his field, as well as in relationship with clients."

Top qualities: Expert, Good Value, Creative

[Miguel Costa](#), was a Project Manager at Architettura, a Brazilian Microsoft Partner, also partner of the Sergio's company, hired Sergio and his team in 2004, and hired Sergio more than once.