

# Daniel Pereira

## Senior Business Analyst

Dublin region, Ireland | [daniel@danielpereira.com](mailto:daniel@danielpereira.com) | [linkedin.com/in/danielpereiratech](https://linkedin.com/in/danielpereiratech) | [danielpereira.com](https://danielpereira.com)

## Professional Summary

---

Senior Business Analyst with a delivery leader's track record and over 20 years across telecoms, banking and SaaS in Ireland and Brazil. I combine a software engineering background with hands-on business analysis and project delivery: requirements, process mapping, system integrations, Agile and hybrid delivery governance, and client relationships. Currently the sole client-facing delivery lead for one of Brazil's top three mobile operators. Professional Scrum Master I (PSM I) certified, bilingual in English and Portuguese, and used to working across distributed, cross-border teams.

## Core Competencies

---

**Business Analysis:** Requirements gathering, process mapping, BPM, UAT, A/B testing, data segmentation, user journey mapping.

**Project and Programme Delivery:** Agile, Scrum, Kanban, Waterfall, hybrid delivery, OKRs, SAFe awareness, PMO governance, RAID management, project lifecycle management, budgeting and forecasting, stakeholder management, vendor management.

**Technical Skills:** API and system integration, CRM platforms, journey orchestration, MMSC and SMSC integration, SQL, Power BI, Azure DevOps, Jira, Confluence, MS Project, Microsoft Dynamics.

**Industry Expertise:** Financial services, SaaS, telecoms, fintech, digital transformation.

## Professional Experience

---

### Senior Project Manager, Engage Hub

Dublin, Ireland | May 2023 - Present

- Sole client-facing delivery lead for one of Brazil's top three mobile operators, covering RFPs, Statements of Work, requirements and delivery governance.
- Reduced a client's day-to-day workflow from 200 manual steps to 37, with a direct effect on their margins.
- Coordinated integrations between MMSC, SMSC, Next Best Action and eCommerce systems behind cross-channel customer journey campaigns.
- Ran the A/B testing and segmentation behind several customer journeys, increasing click-through rates and lowering cost per customer.
- Delivered multi-channel programmes across RCS, MMS, SMS, Email and WhatsApp for debt collection, price-increase communications and product advertising.

### Technical Project Manager, Verizon Connect

Dublin, Ireland | April 2022 - May 2023

- Introduced OKRs to the way R&D, QA and Infrastructure tracked their Agile metrics, making the roadmap easier to manage and predict.
- Collaborated with distributed teams and stakeholders, reducing friction around releases.

### Senior Business Analyst, Bank of America Merrill Lynch

Dublin, Ireland | November 2016 - March 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 work that kept the bank at a 100% CCAR pass rate for four years running.
- Delivered Agile and Waterfall hybrid programmes end to end in a regulated environment.
- Applied programme-level retrospectives and governance forums to support continuous improvement.

### **Business Analyst (Contract), KBC Bank Ireland**

Dublin, Ireland | November 2015 - November 2016

- Refined requirements and mapped release dependencies for the T24 core banking implementation, improving sprint cadence by 20%.
- Helped coordinate infrastructure, QA and delivery streams to hold Agile momentum.

### **Business Analyst (Contract), AIB**

Dublin, Ireland | February 2015 - July 2015

- Improved acceptance criteria and requirements gathering, lifting release velocity by 12%.
- Contributed to Agile workshops and end-to-end journey mapping to improve customer experience.

### **Head of Development, Blackdog Communications**

Dublin, Ireland | August 2012 - January 2015

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

### **Software Engineer, CRUATECH**

Dublin, Ireland | July 2011 - May 2012

- Built and integrated client-facing PSIM solutions.

### **Operations Coordinator, HGP Telecom**

São Paulo, Brazil | March 2010 - February 2011

- Used Power BI and Microsoft Dynamics to track trends and support decisions with data.
- Improved sales and post-sales processes by tracking KPIs and ROI more closely.

### **Early Career, Brazil**

2003 - 2009

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

### **Education and 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 and Systems Development**, FIAP, Brazil, 2006