

ANTONIO CATHARINO

CHRO | COO | Strategic HR Transformation
Organizational Effectiveness | Board Member
AI & Analytics | Global Shared Services



São Paulo, 04726-220
Taubaté, 12030-480



PERSONAL PROFILE

Senior global executive with over 30 years of experience leading large-scale transformations globally. Career built at the intersection of strategy, business, people, and operations, grounded in consulting and consolidated through senior leadership roles in global corporations.



WORK EXPERIENCE

I turn strategy into real execution by connecting people, data, AI, and analytics to drive sustainable business performance, faster decision-making, and direct impact on business results.

Apr/2017 - Aug/2025 **SERASA EXPERIAN**
Senior Director of HR and Strategy for Latin America
Led Brazil's HR strategy, transforming it into an AI-enabled, that boosted performance, innovation and employee experience.

Nov/2012 - Apr/2017 **SYNGENTA CROP PROTECTION**
Senior Director of HR, Transformation and Operations
Led Global HR Operations, fully redesigning the function and elevating agility, cost efficiency, and strategic integrations.

Jun/2003 - Nov/2012 **PEPSICO FOODS**
Senior HR and Transformation Manager for Latin America

Jun/2001 - Jun/2003 **CAMARGO CORRÊA**
HR Coordinator Reward and Communication

Oct/1993 - Jun/2001 **ARTHUR ANDERSEN**
Senior HR Consultant



ACHIEVEMENTS

- 2009 **Chairman's Award Recognition - Pepsico International**
Education strategy as a way of socialization and organization inclusion: How integrated education actions may be effective in making the difference, not only for a profitable business, but also to transform the life of many people that seek to begin a career and obtain development opportunities.
- 2008 **Chairman's Award Recognition - Pepsico International**
Pepsico Brazil Snacks 2008 - Overcoming Adversity: How the Brazilian Team worked together to restore its business overcoming a 36% capacity loss due to the Curitiba Plant fire.



EDUCATION



- 2025 **UNSW UNIVERSITY** Artificial Intelligence Strategy
2025 **BOARD ACADEMY** Board Member Certification
2025 **FGV UNIVERSITY** MSc. in Business Administration MPA, Stricto Sensu
2025 **YALE UNIVERSITY** Behavioral Sciences Applied to Management
2025 **HARVARD UNIVERSITY** CORe Finance, Economics, and Business Data Analysis
2011 **UCLA ACADEMY** Advanced Program in Human Resource Management
2004 **INSPER UNIVERSITY** Master's degree in General Management
2002 **DOM CABRAL UNIVERSITY** Executive Program in Business Development
1998 **UNIVERSIDADE PAULISTA** Graduation in Business Administration



SKILLS & LANGUAGES

- Strategic People Planning & Execution
- End-to-End HR Leadership
- Large-Scale Transformation & Organizational Re-Architecture
- Global HR Operating Models & Service Delivery
- M&A Integration & Enterprise Transition Management
- Global Strategy Alignment, Governance & Enterprise Clarity
- Total Employee Experience & Cultural Evolution
- Workforce Planning, Talent Intelligence & Succession
- AI-Enabled HR Technology, Analytics & Automation
- Strategic Intelligence, Data-Driven Execution & Operating Cadences
- People-Centered, High-Trust Leadership
- Executive-Scientist Mindset & Thought Leadership

- Portuguese
- English
- Spanish
- French



AI Expert

HOBBIES



My hobbies include playing the saxophone, cooking, biking, and my two beautiful daughters.

CONTACT INFO



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+90% reduction in HR barriers through technology.

AI-predictive tools implemented with +95% accuracy (+10 tools).

AI-enabled total rewards increasing market competitiveness from 62% to 100%

AI-driven OKR execution boosting cross-functional alignment by 80%.

AI-powered HRBP tool enabling +50% faster decision-making.

+90% digital self-service efficiency through real-time dashboards.

+40% HR cost reduction with NPS +90pp through automation.