

# FRED RABELO FERREIRA | Curriculum Vitae

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## SUMMARY

Fred is an executive at DPSP group (2nd largest drugstore chain in Brazil), CEO of Ti.Saúde, a healthtech startup that connects doctors to patients in all states of Brazil, acquired by DPSP in 2021. Fred is a Computer Engineer, holds a Master's degree in Machine Learning/ Robotics from Columbia University (2016) and a Ph.D in Databases/ Data Warehousing from UFPE (2025). With deep technical background, Fred aligns his innovative vision with his entrepreneurial and leadership skills to change the world using technology.

## EDUCATION

<b>FEDERAL UNIVERSITY OF PERNAMBUCO (UFPE)</b> Doctorate (Ph.D), Computer Science (Databases and Data Warehousing)	<b>2020 - 2025</b> Recife, PE, Brazil
<b>COLUMBIA UNIVERSITY, SCHOOL OF ENGINEERING AND APPLIED SCIENCES (SEAS)</b> Master of Science (M. Sc.), Computer Science (Robotics and Machine Learning)	<b>2014 - 2016</b> New York, NY, USA
<b>THE UNIVERSITY OF TEXAS SCHOOL OF BIOMEDICAL INFORMATICS</b> Undergraduate Exchange Student, Health Information Science and Management	<b>2011 - 2012</b> Houston, TX, USA
<b>FEDERAL UNIVERSITY OF PERNAMBUCO (UFPE)</b> Bachelor of Engineering (B. Eng.), Computer Engineering (5 years degree)	<b>2009 - 2014</b> Recife, PE, Brazil

## PROFESSIONAL EXPERIENCE

<b>CEO, EXECUTIVE</b> Ti.Saúde CEO of TISAÚDE, a HealthTech startup. Raised two investment rounds before it was acquired in 2021 by DPSP Group (2nd largest drugstore chain in Brazil with 1600 stores.)	<b>11/2016 - Current</b> São Paulo, SP, Brazil
<b>MEMBER OF THE BOARD OF ADVISORS</b> Columbia Alumni Association of Brazil Board member of Columbia University's Alumni Association in Brazil	<b>10/2022 - Current</b> Rio de Janeiro, RJ, Brazil
<b>CONSULTANT</b> Deloitte Touche Tohmatsu Consulting professional, worked with several clients in Brazil, with focus in Enterprise Risk Services and Technology Strategy and Architecture.	<b>11/2015 - 11/2016</b> Recife, PE, Brazil
<b>RESEARCH INTERN</b> FXPal (Fuji Xerox) Palo Alto Laboratory Research Intern for new multimedia products and human-machine interaction at Fuji Xerox's Laboratory (FXPal), in Silicon Valley, California.	<b>05/2015 - 08/2015</b> Silicon Valley, Palo Alto, CA, USA
<b>SYSTEMS ANALYST</b> Núcleo de Telessaúde (Nutes) Leader responsible for all mobile software projects under development at the center. Duties included team management, business and IT services planning, resource allocation, quality of software, design and systems architecture, training, technical and corporate level presentations and more.	<b>08/2013 - 08/2014</b> Recife, PE, Brazil
<b>SOFTWARE ENGINEER</b> Núcleo de Telessaúde (Nutes) Engineer for a governmental Health IT application focused in the delivery of medical second opinions where physicians and nurses in rural areas of Brazil could remotely contact specialists in universities/hospitals in the capital city.	<b>01/2010 - 08/2013</b> Recife, PE, Brazil

## ACADEMIC EXPERIENCE

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### ASSISTANT PROFESSOR, DATABASES

Federal University of Pernambuco, UFPE  
Co-lecturer in undergraduate and graduate classes

08/2022 - 01/2023

Recife, PE, Brazil

### TEACHING ASSISTANT, HUMANOID ROBOTS

Columbia University  
TA for Ivy League Graduate level Computer Science students for one semester. Duties included giving presentations and lectures, preparing projects, grading of students' exams, reports and projects.

01/2015 - 05/2015

New York, NY, USA

### CHIEF TEACHING ASSISTANT, HARDWARE INFRA-STRUCTURE

Federal University of Pernambuco, UFPE  
Managed the team of assistants of the discipline and its responsibilities/duties for the duration of 2 semesters (1 year) for Computer Science students.

08/2011 - 01/2013

Recife, PE, Brazil

### TEACHING ASSISTANT, INTRODUCTION TO PROGRAMMING WITH C/C++

Federal University of Pernambuco, UFPE  
Responsible for lectures, presentations, grading of students' reports, exams and projects and more. TA for the duration of 2 semesters (1 year), for Computer Engineering students.

08/2009 - 07/2010

Recife, PE, Brazil

## HONORS & AWARDS

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### ENDEAVOR ENTREPRENEUR

Endeavor ScaleUP  
ScaleUP Endeavor is the acceleration program for the fastest growing companies in Brazil and the world, and Ti.Saúde is part of this select group.

2021

### MIT INNOVATOR UNDER 35 LATAM

MIT Technology Review  
The Innovators Under 35 is an annual list published by the MIT Technology Review that recognizes the work of 35 young innovators (under the age of 35) in various fields of knowledge.

2020

### MB100

Meaningful Business  
The Meaningful Business 100 list identifies and celebrates global leaders who are combining profit and purpose to help achieve the UN's sustainable development goals.

2020

### SCIENCE WITHOUT BORDERS/LASPAU SCHOLARSHIP

Academic and Professional Programs for the Americas  
Selected grantee for a PhD scholarship at Columbia University

2014

### FIPSE/CAPES SCHOLARSHIP

Fund for the Improvement of Postsecondary Education (USA)  
Scholarship funded both by Brazilian and American agencies for specialization at the University of Texas at Houston, USA

2011

## SKILLS

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#### SOFT SKILLS

Entrepreneurship | Leadership | Strategic Planning | Research | Startups | Business strategy and development | Fundraising | Board meetings

#### PROGRAMMING LANGUAGES

C | C++ | PHP | Python | Node.js | HTML5 | CSS | Vue.js | React.js | Angular.js | LaTeX

#### FRAMEWORKS & TOOLS

Git | CLI | BPMN | Linux | ROS (Robotics)

#### DATABASES / DW

SQL | NoSQL | NewSQL | RDS

#### CLOUD

AWS | EC2 | ECS | Terraform | Google Cloud | Nginx | Apache

#### LANGUAGES

Native: Portuguese | Fluent: English (IELTS: 7.5, TOEFL: 98) | Advanced: Spanish

## CERTIFICATIONS

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ITIL FOUNDATION, THE ITIL FOUNDATION CERTIFICATE IN IT SERVICE MANAGEMENT

2014

**CERTIFIED ASSOCIATE OF BUSINESS INTELLIGENCE**

KPI University, KPI Partners

**2014**

Newark, CA, USA

**ENGLISH CERTIFICATION: IELTS: 7.5**

International English Language Testing System, University of Cambridge

**2013****ENGLISH CERTIFICATION: TOEFL IBT: 98**

Test of English as a Foreign Language

**2013**

## PUBLICATIONS

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**A PERFORMANCE ANALYSIS OF HYBRID AND COLUMNAR CLOUD DATABASES FOR EFFICIENT SCHEMA DESIGN IN DISTRIBUTED DATA WAREHOUSE AS A SERVICE**Rabelo Ferreira, F.E.R.; do Nascimento Fidalgo, R.  
MDPI Journal - Data; 9(8):99.**2024**

Open Access Journal

**A PERFORMANCE ANALYSIS FOR EFFICIENT SCHEMA DESIGN IN CLOUD-BASED DISTRIBUTED DATA WAREHOUSES**Rabelo Ferreira, F.E.R.; do Nascimento Fidalgo, R.  
Proceedings of the 26th International Conference on Enterprise Information Systems - Volume 1 (ICEIS)**2024**

Angers, France

**ANALYSIS AN ELECTRONIC HEALTH RECORD BASED ON HEDONIC AND PRAGMATIC ASPECT OF THE USER EXPERIENCE**Alves, D. S. ; Times, V. C. ; Ferreira, F. E. R. R. ; Novaes, M. A. ; Filho, A. C.  
IEEE International Conference on Bioinformatics and Biomedicine (BIBM)**2020**

Seoul, South Korea

**IMMERSED REMOTELY: EVALUATING THE USE OF HEAD MOUNTED DEVICES FOR REMOTE COLLABORATION IN ROBOTIC TELEPRESENCE**Ferreira, F. E. R. R ; Kratz, S.  
25th IEEE International Symposium on Robot and Human Interactive Communication (RO-MAN)**2016**

New York City, NY

**EVALUATION OF MOBILE TECHNOLOGY IN MENTAL HEALTHCARE FOR ADOLESCENTS**NOVAES, M. ; SILVA, T. A. B. ; Ferreira, F. E. R. R ; DINIZ, P. R. B. ; CAMPOS FILHO, A. S.  
American Medical Informatics Association (AMIA)**2014**

Washington, DC

**OPTIMIZATION OF AN EHR MOBILE APPLICATION USING THE UFURT CONCEPTUAL FRAMEWORK**Ferreira, F. E. R. R; AMITH, M. ; LOUBSER, P. G. ; CHAPMAN, J. ; ZOKER, K. C.  
American Medical Informatics Association (AMIA)**2012**

Chicago, IL

**ARCHITECTURE FOR WEB-INTEGRATED MOBILE HEALTH APPLICATIONS**Ferreira, F. E. R. R; CAMPOS FILHO, A. S. ; NOVAES, M.  
American Medical Informatics Association (AMIA)**2012**

Chicago, IL

**VISUALIZING HOSPITAL TWEETS: PAINTING A PICTURE FROM HEALTH CARE INSTITUTIONS PERSPECTIVE**Ferreira, F. E. R. R; GOTTIPATI, D. ; VICENTIM, E. P. ; LEE, L.  
American Medical Informatics Association (AMIA)**2012**

Chicago, IL

**A FRAMEWORK PROPOSAL FOR DEVELOPING 3D GRAPHICAL USER INTERFACES ON TELEHEALTH SYSTEMS**Ferreira, F. E. R. R; CAMPOS FILHO, A. S. ; NOVAES, M. . A.  
American Medical Informatics Association (AMIA)**2011**

Washington, DC

**A PROPOSAL FOR A TELEHEALTH SERVICE PLATFORM ARCHITECTURE**SILVA, DANILLO ; COSTA, ÍTALO ; Ferreira, F. E. R. R ; CAMPOS FILHO, A. S. ; NOVAES, M.  
American Medical Informatics Association (AMIA)**2011**

Washington, DC