

AMERICO B. CUNHA

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PROFILE

- Effective teaching skills in undergraduate and graduate courses of Business Management and Industrial Engineering
- More than 15 years of teaching experience in courses such as Business Management, Operations Management, Strategy, Quality Management, and Project Management
- Served as a part-time professor while engaging in professional activities from 1990 to 2005 and became a full-time professor and researcher in 2006
- More than 20 years of hands-on professional experience as Project Manager, Business Analyst, Operations Manager, Industrial Engineer, Instructor and Researcher with a strong working background in telecommunications and industrial organizations
- Ph.D. and M.Sc. (Industrial Engineering), MBA (Business Management), B.Sc. (Electrical Engineering)
- Recognized leadership in cross-functional, cross-cultural and virtual environments
- Proficiency in teaching methodologies for different education levels, from diploma to graduate programs
- Proficient writer with several technical publications and accomplished speaker with presentations in IT and at Engineering Congresses and Conferences

EDUCATION

- Ph.D. - Industrial Engineering, Business Process Management, COPPE/UFRJ (2009)
- M.Sc. - Industrial Engineering, Logistics and Decision Support Systems, UFF (2004)
- M.B.A. - Management, IBMEC Business School (2000)
- B.Sc. - Electrical Engineering, UFRJ (1982-1988)

Note: international credentials were evaluated by the International Credential Service of the British Columbia Institute of Technology and by CES School of Continuing Studies, University of Toronto. The report is available upon request

RESEARCH INTERESTS

Research Interests: Business Process Management; Workflow Systems; Cross-cultural issues on Operations Management; Enterprise Information Systems; Project Management and collaboration on virtual work environments; Industrial and service operations management; Operations modeling and simulation; Disaster and emergency operations management

Fields of Application: Communication and Information Technologies, Industrial Manufacturing and Production, Organizational Structures, Foundations and Knowledge Acquisition

ACADEMIC EXPERIENCE

Since January 2012 **Sheridan College – Full-time professor – Faculty of Business**

- Teaching courses in the graduate programs of Project Management, Business Process Management, and BBA degrees.
- Developing applied research in innovation complementary assets and Decision Support Systems to assess distinct infrastructures/operations interdependencies.
- Supervising student's client/capstone projects in the Project Management graduate program.
- Teaching grad and undergrad courses such as Operations Management, Project Scheduling and Risk Management, Purchasing and Supplier Management, Project Management Applications, Business Process Modelling, Project Management in Business, Supply Chain Management, Introduction to Marketing, and Business Process Management.

January – April 2016 **Ryerson University – Full-time professor – Faculty of Business**

- Taught Manufacturing Management course at The G. Raymond Chang School of Continuing Education

March 2010 – December 2011 **University of Western Ontario (UWO) – Postdoctoral Fellow**

- Acting as Research Project Coordinator for UWO's activities
- Manage a budget of \$300K in the \$ 1.5 billion Disaster Response Network Enabled Platform (DR-NEP) project, sponsored by Canada's Advanced Research and Innovation Network (CANARIE).
- Map, model, and simulate disaster operational and workflow processes for optimizing public services management during emergencies and disasters.
- Design and conduct case study to assess a historical emergency event in a university campus as IT solution proof of concept.
- Coordinate the research activities of 2 postdoctoral fellows, 4 graduate and 1 undergrad students from Power Systems, Civil and Software Engineering.
- Conduct collaboration with National Agency for New Technologies, Energy, and the Environment (ENEA) of Italy.

Sep 2006 to March 2010 **Federal Center of Technological Education - CEFET-RJ (full time appointment) – Industrial Engineering Dept**

- Taught more than 20 courses in the Industrial Engineering undergraduate program, including Operations Management, Production Planning and Control, Capacity Planning, Layout and Facility Location, Quality Management, Project Management, Marketing, Strategy, Business Process Modeling and Work Design
- Worked as a researcher in several IT, evaluation and training projects for Telecom, Oil, Gas and Academic Organizations
- Led research group, "Service Operations of Integrated and Interdependent Infrastructures (OP3I)"
- Selected as Honoured Professor by the 2010 graduates of an Industrial Engineering class

Nov 2008 to Apr 2009 **University of Western Ontario (Part-time) – Visiting Researcher and Part-time Instructor in ECE Dept**

- Developed research studies in Software Engineering, including Business Process Management (BPM), Workflow Systems and SOA Integration
 - Designed and taught the course "BPM & Workflow Systems" in the winter of 2009
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Aug 2005 to Sep 2006	Universidade Estacio de Sa (Part-time) – Professor <ul style="list-style-type: none"> • Designed and taught undergraduate courses in Quality Management, Operations Management, Introduction to Marketing, Strategic Planning, Business for Engineers, Project Management and Maintenance Management • Designed and taught a graduate course, “Key Performance Indicators and Balanced Scorecard BSC”
Mar 1997 to Apr 2001	Universidade de Barra Mansa (Part-time) – Professor - Business Administration Dept <ul style="list-style-type: none"> • Taught courses such as Introduction to Informatics and Introduction to Business Support Systems • Took leave from 1999 to April 2001
Mar 1990 to Aug 1999	Universidade Severino Sombra (Part-time) – Professor - Electrical Engineering Department <ul style="list-style-type: none"> • Taught courses in Electromagnetism and Electric Circuits Analysis • Selected as Graduation Ceremony Speaker by 1991 and 1996 classes • Selected as Honoured Professor by 1992, 1993, and 1995 classes

BUSINESS EXPERIENCE

Mar 2001 to May 2006	EMBRATEL Telecom (largest Brazilian Data and Internet Network Company) Sr. Business Analyst and Business Process Manager <ul style="list-style-type: none"> • Managed a team of 5-15 Business and Process Analysts • Coordinated and developed activities of business processes modeling, requirements analysis & validation, and users/functional IT specification writing • Coordinated, planned, and executed software testing, such as Alpha, Beta, and UAT • Coordinated new product and service development in the Operations Department • Provided business analysis for contact centers, corporate sales, customer management, service provisioning, operations, and billing departments • Designed and implemented operational processes for Re-engineering, Key Performance Indicators and Lean Six Sigma initiatives • Translated, systematized and implemented marketing requirements into operational procedures • Elaborated and consolidated operations budget for product and service introductions and upgrades
Sep 1999 to Mar 2001	VESPER Telecom (Bell Canada start-up project in Brazil) Contract Administration Manager, Business Analyst, and Project Manager <ul style="list-style-type: none"> • Started as a Contract Administration Manager and promoted to Business Analyst & Project Manager • As Contract Admin Manager, negotiated outsourcing contracts for telecom services, developed outsourcing planning, prepared contractor competition, defined and wrote RFPs and RFIs, prepared job descriptions and prepared control and approval processes • As Business Analyst & Project Manager, managed projects within operations department, designed and implemented operational processes, performed user requirement analysis, prepared service-provisioning IT specifications, executed user acceptance tests (UAT), and conducted problem-solving task forces

July 1993 to Aug 1999	OI/TELEMAR Telecom (largest Brazilian Telecommunications Company) Operations Manager <ul style="list-style-type: none"> • Started as an Engineer and promoted to Operations Manager • As Operations Manager, managed a staff of 60 employees as well as supervising and coordinating network maintenance activities for 15 cities in a southern Rio de Janeiro state in Brazil • Actively participated in operational processes for re-engineering and Key Performance Indicators (KPI) implementation • Developed quality management initiatives such as Total Quality Control (TQC) and 5S • As an Engineer, managed a US \$5 million project with successful deployment of 3000 payphones
May 1989 to July 1993	CSN National Steel Company (one of the largest integrated steel producers in the world) <ul style="list-style-type: none"> • <i>Engineer</i>—Performed maintenance on electrical and electronic equipment • Conducted corrective, preventive, and predictive maintenance planning, scheduling, and data analysis • Developed quality management initiatives such as Total Quality Control (TQC) and 5S
Oct 1986 to May 1989	PROMON Engineering <ul style="list-style-type: none"> • <i>Engineer</i>—Started as Intern and promoted to Engineer • Performed load flow, transients and grounding systems studies

RESEARCH PROJECTS

- 2010/2011—Disaster Response Network Enabled Platform (DR-NEP). This project aims to develop science-based knowledge for assessing risks, decision-making and management actions related to critical infrastructure interdependencies during disasters; it is sponsored by CANADA'S ADVANCED RESEARCH AND INNOVATION NETWORK (CANARIE) under the Network-Enabled Platforms v2 (NEP-2) program.
- 2009/2010—Service Operations of Integrated and Interdependent Infrastructures (OP3I). As the Principal Investigator, I established the objective of this research project to understand, model and simulate public service interdependencies, mitigate operational risks, identify cascading events and define strategies to improve overall system reliability. This project was supported by the Federal Centre of Technological Education of Rio de Janeiro (CEFET-RJ).
- 2006/2009—Influence of Socio-Cultural Factors on Information System Projects. In this Ph.D. Research Project, I investigated cross-cultural influences on Information System Project outcomes. Specifically, I developed a case study of a Canadian telecom start-up company in Brazil.
- 2002/2004—Technological Convergence and Mass-Customization Strategies in Telecommunication Services. In this M.Sc. Research Project, I researched mass customization strategies for telecommunications convergence. Specifically, I planned, designed, and conducted a survey with executives and professionals of the telecom industry in Brazil.

RELEVANT PUBLICATIONS

- **CUNHA A. B.**, PHAM V., ROSS W., WANG X. "Incorporating External and Command Signals in the Simulation of Interdependent Infrastructures: the Control Room Concept". In proceedings of the IEEE-CCECE 2011.
- ROSS W., MORRIS A., **CUNHA A. B.**, ULIERU M. "Discovering Best Practices in Emergency Response: with Combined Physical and Organizational Simulation". In the proceedings of the IEEE-CCECE 2011.
- SHYPANSKI A., **CUNHA A. B.**, PHAM V., YANFUL E. "Predictive modelling of interdependent infrastructures: a case-study of critical failure in the water supply of a steam plant". In the proceedings of the IEEE-CCECE 2011.

- **(*) CUNHA, A. B.** "Convergence and Innovation in Telecommunication Services: An Assessment from the Perspective of the Complementary Assets and Dynamic Capabilities Theories." *International Journal of Innovation and Technology Management*, v. 6, p. 41, 2009.
- QUINTELLA, H. L. M. M., **CUNHA, A. B.** "Information technology and the challengers in Telecommunications converged services." *Rio's International Journal on Sciences of Industrial and Systems Engineering and Management*, v. 3, (Portuguese) 2009.
- CAPRETZ, M., TOLEDO, M., FANTINATO, M., WANG, S., ALLISON, D., NABUCO, O., RODRIGUES, M., BONACIN, R., SASSE, E., GIMENES, I., **CUNHA, A.B.** "Web technologies in a collaborative platform for clinical trial" *RECIIS. Electronic journal of communication information and innovation in health*, Vol. 3, No 4, 2009.
- **(*) CUNHA, A. B.**, OLIVEIRA, A. R., & CLEMENTE, R. G. "Technology, Convergence, and Innovation: the impacts in the Telecommunications industry. In *Telecommunications Industry and the emergent multimedia informational sector.*" Renato Flório Cameira. (Org.). 1 ed. Rio de Janeiro: Quartet, Chap. 4, p. 123-182. (in Portuguese). 2009.
- **(*) CUNHA, A. B.**, CAPRETZ, M. A. M., & RAPTOPOULOS, L. S. C. "Support Systems for Telehealth Services: Critical operational and ICT complementary assets for large-scale provisioning," in the proceedings of the IEEE Toronto International Conference - Science and Technology for Humanity. Toronto, Canada. 2009.
- **(*) CUNHA, A. B.**, CANEN, A. G., & CAPRETZ, M. A. M. "Personalities, cultures and software modeling: Questions, scenarios and research directions," in the proceedings of the Workshop on Cooperative and Human Aspects of Software Engineering (CHASE), p. 23-31. IEEE International Conference on Software Engineering. Vancouver, Canada. 2009.
- QUINTELLA, H. L. M. M., **CUNHA, A. B.** "Diagnoses of the Alignment of the Support Systems with the telecommunications convergence" in the proceedings of the Brazilian National Conference of Industrial Engineering, Brazilian Association of Industrial Engineering (ABEPRO). Rio de Janeiro, Brazil. (in Portuguese). 2008.
- **CUNHA A. B.**, CANEN, A. G. "Requirements Gathering in Information Technology: a Cross-cultural Perspective," in the proceedings of the IEEE Professional Communication Conference, IPCC 2008. Montreal, Canada. 2008.
- **CUNHA A. B.** "Can complementary assets speed up innovation in the telecommunications services?" In the proceedings of "The Continuous Challenge for Innovation and Integration" SIMPOI / POMS 2007. Rio de Janeiro, Brazil. 2007.
- **CUNHA, A. B.** "Offer Management Challenge: A New Organizational Paradigm for Complex and Convergent Services" Invited speaker of the BILLING OSS BSS LATIN AMERICA 2007.
- **CUNHA, A. B.** "Innovation and Technological Convergence: An Assessment of Critical Resources of Telecommunications Service Providers Using Resource Based View and Dynamic Capabilities" in the proceedings of Management of Converging Technologies PICMET '07 Conference. p. 52 - 63. Portland, US. 2007.
- **CUNHA, A. B.** "Convergence, Transparency, and Ubiquity: How to transform technological potential into "saleable" services" Invited speaker of the BILLING OSS BSS LATIN AMERICA 2006.
- **CUNHA, A. B.**, BIGGS, P., & QUINTELLA, H. L. M. M. "The challenges of integrating BPL into existing telecom business models: market visions from a Brazilian research," in the proceedings of the 9th International Symposium on Power-Line Communications and Its Applications. p.395 - 399. IEEE Communications Society. Vancouver, Canada. 2005.

COMPLEMENTARY ACTIVITIES

- Chair of the Workshop on Connecting Engineering Applications and Disaster Management, 2011 CCECE - 24th Canadian Conference on Electrical and Computer Engineering
- Member of technical program committee, among others, of the following conferences:
 - IEEE Global Communications Conference (GLOBECOM 2011)
 - V Brazilian Workshop on Business Process Management (WBPM 2011)
 - Conference "Technology Management in the Energy-Smart World" (PICMET 2011 - Portland International Center for Management of Engineering and Technology)
 - IV Brazilian Workshop on Business Process Management (WBPM 2010)
 - IEEE Toronto International Conference on Science and Technology for Humanity (2009)
 - Conference "Technology Management in the Age of Fundamental Change" (PICMET 2009 - Portland International Center for Management of Engineering and Technology)
 - VIII Simpósio Brasileiro de Qualidade de Software - SBQS 2009
 - V Workshop Olhar Sociotécnico sobre a Engenharia de Software - WOSES 2009
 - XXXV Latin American Informatics Conference - CLEI 2009
 - XXIII Simpósio Brasileiro de Engenharia Software - SBES 2009