DIGITAL TRANSFORMATION & AI EXECUTIVE | LATIN AMERICA & EUROPE

Raphael Meira Lima

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Executive summary

AI executive with 15 years on both sides of the table: built models at Itaú, audited models at Banco BV, fought fraud at Mercado Livre and scaled AI at Grupo Boticário. Today at Capgemini, leads global AI strategy, with a portfolio of about US$30 million a year, 93 clients and 310 professionals across Latin America and Europe. Takes AI from strategy to operations, governed, audited and secure, delivering measurable business results.

15 years | 310 professionals | 93 clients | ~US$30M/year | 6 sectors

Highlights

Developed an enterprise generative AI solution for a global manufacturer that reduced average machine-repair time by 50%. Capgemini

Reduced cloud infrastructure costs by 20% and project delivery cycles by 25%. Grupo Boticário

Increased e-commerce cross-selling by 20% with a customer recommendation engine. Casas Bahia

Reduced fraudulent transactions by 30%. Mercado Livre

Achieved a 92% Leadership Net Promoter Score (LNPS) with the team. Grupo Boticário

Experience

AI Senior Executive (Global AI Strategy Lead) | Capgemini

DEC 2023 — PRESENT

Generative AI Manager DEC 2023 — APR 2025

~US$30M ANNUAL PORTFOLIO · 93 CLIENTS · 310 PROFESSIONALS · BANKING, MANUFACTURING AND LIFE SCIENCES

- Developed an enterprise generative AI solution for a global manufacturer that reduced average machine-repair time by 50%.
- Built AI capabilities within a global pharmaceutical company from zero, culminating in a data-driven sales-force effectiveness model.
- Led the Generative AI Center of Excellence (CoE) in Brazil.
- Achieved a 92% Leadership Net Promoter Score (LNPS) with the team.

Head of Artificial Intelligence | Grupo Boticário

FEB 2021 — OCT 2023

30 PEOPLE · DATA SCIENCE, ENGINEERING, ANALYTICS AND MLOPS · GROUP BRANDS AND EXTERNAL CLIENTS (GAVB) · RETAIL

- Increased customer satisfaction by 15% and improved operational efficiency by 10%.
- Reduced cloud infrastructure costs by 20% and project delivery cycles by 25%.
- Achieved a 92% Leadership Net Promoter Score (LNPS) with the team.
- Recognized as "Top Leader in the IT Industry" by CIOReview LATAM (2023).

Data Science Coordinator | Casas Bahia

MAR 2020 — FEB 2021

Data Science Tech Lead AUG 2020 — OCT 2020

Senior AI Consultant MAR 2020 — AUG 2020

15 DATA SCIENTISTS · CREDIT, COLLECTIONS, FRAUD AND E-COMMERCE · RETAIL AND FINANCIAL SERVICES

- Increased e-commerce cross-selling by 20% with a customer recommendation engine.
- Improved credit recovery by 12% with a collection score engine.
- Reduced data-processing time by 30% with cloud analytics pipelines on Microsoft Azure.

Data Science Specialist | Banco BV
MAR 2019 — FEB 2020

SECOND LINE · CREDIT CARDS, FRAUD, CUSTOMERS AND INVESTMENTS · BANKING

Audited and challenged predictive models and fraud-detection strategies that contributed to a 20% reduction in credit-card fraud losses.
Audited and challenged predictive models that contributed to a 10% reduction in customer attrition.

Data Science Specialist | Banco ABC
DEC 2017 — MAR 2019

CORPORATE CREDIT (B2B) · RISK, COMMERCIAL, FINANCE AND TECHNOLOGY · BANKING

Enhanced the predictive performance of B2B credit-scoring models by 25%.
Contributed to a 15% increase in the B2B client base.
Built anomaly-detection models to identify emerging risk patterns and early signs of credit deterioration.

Data Science Supervisor | Mercado Livre
APR 2017 — DEC 2017

FRAUD AND CHARGEBACK · MERCADO PAGO DIGITAL PAYMENTS · PAYMENTS

Reduced fraudulent transactions by 30%.
Reduced chargeback rates by 20%.
Generated a 15% sales uplift through recommendation.

Senior Data Scientist | Banco BV
MAY 2015 — MAR 2017

REGULATORY CAPITAL AND MARKET RISK · RISK AND TREASURY · BANKING

Data Scientist | Banco Itaú
MAR 2014 — MAY 2015

CREDIT-RISK MODELING · INDIVIDUAL AND CORPORATE CLIENTS · BANKING

Business Analyst | Accenture
FEB 2012 — MAR 2014

DATA CONSULTING · FINANCIAL SERVICES AND TELECOM · CONSULTING

Intern | Banco Itaú
JAN 2011 — SEP 2011

RETAIL BANKING · CUSTOMER ACQUISITION AND RETENTION · BANKING

Areas of leadership

Data and AI Strategy AI creates value when each use case starts from a business decision with a clear metric.

Data and AI Governance and Security A model nobody can explain or audit should not decide; good security stops fraudsters, not customers.

Using Data and AI at Scale AI scales as a system, not as a project: what one team builds, the next one reuses.

Sectors

Banking | Retail and Consumer Goods | Payments | Consulting | Manufacturing | Life Sciences

Publications and talks

Generative AI and autonomous agents: building the future with security, efficiency and scale MIT Sloan Review Brasil · Febraban Tech · 2025

"Ex-Boticário executive becomes Capgemini AI manager" Baguete · 2024

Gen AI for Business: possibilities and limitations CDOIQ LATAM Symposium · 2024

Challenges and Innovations in Remote Management of AI Talents CIOReview LATAM · 2023

"Grupo Boticário acquires GAVB" Baguete · 2021

Education

International Executive MBA · Insper · 2022–2024, with modules at Technion (Israel) and ESCP (London/Paris)

MBA Data Science Academy · SAS · 2016–2017

Undergraduate degree in Mathematics · UFSCar · 2008–2011

Certifications

Databricks Certified Machine Learning Professional · 03/2026–03/2028

13 SAS 9.4 certifications

Languages

Portuguese (native) English (fluent) Spanish (advanced)