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Top Skills

IT/OT Convergence
Digital Transformation
Artificial Intelligence (AI)

Languages

Portuguese (Native or Bilingual)
English (Full Professional)

Certifications

DevOps Foundations: Containers
Applying Agile MoSCoW
Prioritization
How to Make Strategic Thinking a
Habit
Strategic Thinking
Building Your Visibility as a Leader

Alex Macedo

Global Manufacturing Digital Transformation Leader | AI Enablement
| IT/OT & Industry 4.0 | Industrial Data Platforms | Enterprise
Architecture
Greater Cleveland

Summary

I lead global manufacturing transformation by connecting plant-floor technology, enterprise applications, industrial data, cloud platforms, and AI to improve operational visibility, accelerate delivery, and create scalable business capabilities. In my current global role, I support digital and technology initiatives across more than 20 manufacturing plants in the Americas, EMEA, and Asia-Pacific. I work with the CIO, vice president, global director, engineering, quality, manufacturing, cybersecurity, and plant stakeholders to translate complex business requirements into practical technology roadmaps and repeatable delivery models. My experience includes IT/OT convergence, Industry 4.0, manufacturing data platforms, sustainability and EHS applications, enterprise architecture, cloud, cybersecurity, automation, and responsible AI adoption. I have led direct and matrix teams ranging from 5 to 40 professionals and contributed to strategic initiatives valued from approximately \$5 million to \$50 million. Selected outcomes include:

- Established a global plant-floor data capability that reduced access to comparable operational information from hours to seconds.
- Led a phased Manufacturing DataOps platform initiative designed to standardize and enrich industrial data across global sites.
- Led the evaluation and implementation of a global sustainability reporting platform, replacing spreadsheet-based processes with a governed enterprise solution.
- Used AI-assisted engineering to accelerate a strategic manufacturing-loss initiative from approximately 50% to 85% completion in two weeks.
- Designed and delivered a global Engineering AI Translator using Azure AI, Python, Streamlit, SharePoint, and workflow automation.

I am most effective in roles that require a combination of strategic leadership and hands-on technical credibility - particularly in global manufacturing digital transformation, IT/OT modernization, industrial data platforms, enterprise applications, and AI-enabled operational improvement.

Experience

The Goodyear Tire & Rubber Company

10 years 3 months

IT Senior Section Leader – Global Manufacturing Digital Transformation, Sustainability & EHS

March 2022 - Present (4 years 5 months)

Akron, OH

Global Manufacturing Digital Transformation Leader

- Lead global manufacturing digital-transformation initiatives supporting 20+ plants across the Americas, EMEA, and Asia-Pacific, partnering with CIO, vice president, global director, engineering, quality, manufacturing, cybersecurity, and plant stakeholders.
- Helped establish the company's first global plant-floor data capability, centralizing manufacturing information in Snowflake for analytics, reporting, machine learning, and AI and reducing access time from hours to seconds.
- Lead a phased Manufacturing DataOps deployment beginning with five pilot plants, expanding to five additional sites, and establishing a repeatable model for broader global rollout.
- Led vendor evaluation and implementation of a global sustainability reporting platform, replacing spreadsheet-based processes with a governed enterprise solution and improving data control, consistency, and stakeholder visibility.
- Applied AI-assisted engineering to accelerate a strategic manufacturing-loss initiative from approximately 50% to 85% completion in two weeks.
- Designed and delivered an Engineering AI Translator using Azure AI, Python, Streamlit, SharePoint, and workflow automation, initially deployed in the Americas and subsequently made available to global engineering teams.

IT Manager (IT Section Leader)

May 2016 - March 2022 (5 years 11 months)

Greater Napanee, Ontario, Canada

- Led IT operations, application delivery, infrastructure, cybersecurity, and service management for a 24/7 automotive manufacturing facility with 600+ associates.
- Served as the primary technology partner to plant leadership, aligning operational priorities with corporate IT standards and investment plans.
- Led team staffing, performance management, associate development, forecasting, vendor management, and support-contract governance.
- Delivered manufacturing application, infrastructure, data-center, collaboration, and business-process improvement initiatives supporting plant reliability and performance.

- Partnered with cybersecurity teams to maintain SOX, PCI, and internal-control compliance.
- Advanced Agile, DevOps, service-management, Microsoft 365, Teams, SharePoint, Jira, Confluence, and Azure DevOps practices.

Icon Control Networks

IT Manager

May 2015 - April 2016 (1 year)

Greater Ottawa Metropolitan Area

Led workplace technology and IT operations for the Piper startup business unit, managing infrastructure, Microsoft 365, end-user services, office technology projects, software deployment, onboarding, policies, and technical documentation across Windows, Linux, and macOS environments.

Zim Corporation

Manager, Technical Services & Support | Senior IT Consultant | Systems Developer

January 2009 - June 2015 (6 years 6 months)

Greater Ottawa Metropolitan Area

Progressed through technical, consulting, project leadership, and management roles supporting enterprise software customers across North America and Brazil.

- Led local and remote technical support teams across L1–L3, establishing service KPIs, improving customer issue resolution, and strengthening collaboration with R&D and Sales.
- Managed application support, maintenance, upgrades, and data migration initiatives across Windows, Linux, HP-UX, AIX, Oracle, SQL Server, PostgreSQL, and related enterprise environments.
- Served as Technical Lead for the first customer implementation of the ZIM JDBC SAM product, creating a repeatable, milestone-based delivery approach that supported future customer projects.
- Directed QA, regression, performance testing, troubleshooting, and production support for enterprise software releases.
- Applied Agile and Scrum practices across software development, support, migration, and new-technology services using Jira and related Atlassian tools.
- Developed customer documentation, knowledge-base content, implementation guides, and technical training materials.
- Built strong cross-functional relationships with customers, Sales, Product Development, and R&D to translate business and technical requirements into practical solutions.

Grupo Marilan

IT, ERP, Infrastructure & Manufacturing Systems Leadership

January 1999 - December 2008 (10 years)

Marília, SP

Built foundational experience supporting manufacturing operations through enterprise applications, infrastructure, ERP, software development, networking, and technology implementation.

- Supported technology operations in manufacturing environments, connecting business requirements with production and enterprise systems.
- Contributed to ERP implementation, administration, application development, and process improvement initiatives.
- Led infrastructure, networking, systems administration, and technical support activities supporting business continuity and operational performance.
- Partnered with business and operational teams to implement technology solutions, improve processes, and support organizational growth.
- Developed the technical and manufacturing foundation that later supported leadership roles in global IT/OT, Industry 4.0, industrial data, and digital transformation.

Education

UNIVEM - Centro Universitário Eurípides de Marília

Master of Business Administration - MBA, Business Administration and Management, General

Universidade de Marília

Graduated, Computer and Information Sciences and Support Services