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 Bjorn Frederick

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Managing Director Movendo LATAM

"I truly believe that human potential is unlimited and learning is the key process to unlock talents and make common people to reach uncommon results."

Bjorn Frederick loves to build long lasting partnership with clients, building relationships of trust and value generation, most of all generating movement of evolution. Working at Movendo since 2012 he brings to our projects more than 15 years of consulting experience and 12 other years as executive experience built in three large multinationals. He is responsible to grow Movendo presence and client success in Latam region.

SPECIALIST AREAS

Development

Leadership development (includes executive coaching) // Innovation Management (includes idea generation workshops) // Strategic Management (from strategy model to strategy unfolding for teams) // Business Intelligence and Business Models // Design and Development of Corporate Training Programs (using blended learning and 6D's methodologies)

Transformation

Change Management (for leaders and change agents) // Innovation Management (culture build-up and people activation for innovation)

Consulting

Strategy development (market entry, Merge and Acquisitions, project portfolio, etc) // Market Competitive Assessments - quantitative and qualitative // Competitive Intelligence (process and products)

INDUSTRY-SPECIFIC EXPERIENCE

Chemical and Agribusiness industry // Banking and Financial services // Services and Retailing // Pharma industry // Telecommunication // Consultancy

CROSS-CULTURAL EXPERIENCE

Latin America // EUA // Spain // France // Germany

WORKING LANGUAGES

Portuguese // Spanish // English

QUALIFICATIONS

Mechanical Engineering at UNICAMP

MBA, Science, Technology and Innovation at FIA (module at Bentley College-Boston)

PhD Business Administration at USP (Service Innovation)

Integrated Coaching Certification – ICI (ICF Certified Training Program)

EXAMPLES OF PROJECTS

Development

Bayer Brazil – Leadership Academy and Fast Track programs

Brazilian roll-out of leadership seminars to leaders and leaders-of-leaders; Design and implementation of a training academy for new sales representatives for Bayer Crop Science - Fast Track program; Project coaching for participants of Fast Track program; Design and Implementation of training themes to several ad-hoc needs

Transformation

Serasa-Experian Innovation modelling

Serasa-Experian is the leading player in Credit-Score and Credit-Protection business. In 2011 I assisted Serasa-Experian to build a business process to make Innovation a corporate competence and besides that to be a operating value of the corporate culture. The president aim was to make all 4,000 employees to innovate in what they do, every day. The project was composed of three phases:

Interview all C-level executives to collect perceptions of how innovation could help the specifics needs of four different non-synergic Business Units. To produce a structured diagnostic of innovation at Serasa-Experian

To facilitate workshops with C-level executives to define clear goals about innovation, expected results and how it could concretely impact the business results in the future. Three implementation waves were defined: innovation as a value, tools and processes, and quick-wins.

Innovation Business Processes were modeled to provide the tools and behaviors to support innovation as a corporate value and continued capacity. The model and implementation plan were presented and approved with the executive board. In other words, we delivered a complete roadmap to build the Serasa-Experian “eco-system” for innovation.

As a result, Serasa-Experian jumped from 72th place in the most Innovative IT companies rank in Brazil (in 2010) to the 2nd place in 2012.

Consulting

Global M&A project – evaluation of core competences of a target company to be acquired (agribusiness)

A German Global leader in Chemicals was assessing specific target for acquisition in Brazil. My role was to interview different stakeholders in agribusiness value chain to obtain strategic insight about the target keeping maximum confidentiality of the acquirer. All collected data was organized in a way to show the strategic fit between the acquirer and target. This analysis helps the acquirer to decide to halt the acquisition as they concluded that important competences would be lost due to mismatch of culture and other important soft-skills that were not seen in the formal assessment process.