

MICHEL H. MOUSSATCHE

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EXECUTIVE SUMMARY

As a dynamic professional with extensive international experience in the US, Brazil, China, Taiwan and Thailand. I have a proven track record in industrial design, project management, manufacturing, and sourcing. My career is marked by hands-on leadership in design and innovation initiatives across diverse industries. I have managed projects with large budgets and led cross-functional teams, consistently delivering projects that prioritize customer success and operational efficiency. My global exposure has enriched my ability to navigate complex international markets, fostering the development of groundbreaking technologies that resulted in enhancement of performance and product offerings. My academic background, including an MBA from COPPEAD – UFRJ and an exchange program at The Wharton School, has honed my skills in venture capital, strategy, and innovation. This education further supports my commitment to aligning business goals with market demands, leveraging my international experience to drive growth and innovation.

EXPERIENCE

COPPEAD – UFRJ

Master's Student / Researcher

Rio de Janeiro, Brazil
02/2023 - 02/2024

- Established new methodology integrating NLP to map and analyze the longevity ecosystems, providing a solution for strategist and policy makers to analyze large and complex ecosystems.
- Automated information gathering by utilizing data management software and incorporating off-the-shelf transformers and NLP models to extract relevant data.
- Acquired essential Python skills for efficient handling of large datasets utilizing generative AI to cover technical gaps.
- Pioneered ecosystem research aligned with NAICS classification, mapping connections across 100+ diverse industry functions, and generated quantifiable insights for strategic decision-making.
- Translated research findings into actionable insights, bridging theoretical frameworks with practical solutions.

ARE LTDA

Innovation Manager

Rio de Janeiro, Brazil
01/2016 - 01/2022

Team Building (integrated departments for better communication efficiency and process flow)

- Established a design and innovation department, assembling and guiding a team of 3 engineers and 2 designers responsible for the design and development of 5 new product lines.
- Supervised a team of 2 engineers and 6 fabricators to design and assemble innovative assembly machines. Supervised project schedules and collaborated with other departments boosting manufacturing efficiency by 15%.
- Directed a precision-centric machine shop team, including 1 fabrication engineer and 9 technicians, improving tooling and CNC operations to boost productivity by 25%.

Business Operations

- Collaborated closely with sales to negotiate with key Billion-dollar companies, securing ongoing partnerships and driving a 12% increase in business growth.
- Led sourcing team to expand global supplier network by 25% through in-depth research on international suppliers, diversifying sourcing options beyond Brazil's market.
- Developed an innovative make vs. buy sourcing strategy to maintain cost-efficiency while preserving customization and minimizing tax burden reducing cost by 18%.

PANGEA AGRO

Co-Founder

Gainesville, FL
01/2019 - 05/2021

- Headed UX and UI design focusing on user journey and process flow for sellers, buyers, admin, and service providers.
- Analyzed feedback from multiple users in 3 major functions of coffee supply chain to identify and address critical pain points, directly shaping platform development for optimal user experience.
- Researched and defined optimal incorporation locations from 3 continents to minimize tax burden and enhance transaction protection.
- Created a payment solution and fund transfer flow across 3 continents, adhering to international and local trade regulations.
- Built a process for 100% secure transactions and trust between parties, involving currency exchange brokers and forex insurance.
- Negotiated directly with 3 packaging manufacturers to ensure product integrity.
- Led a team of 2 developers and 1 front-end designer to devise the Minimum Viable Product (MVP).
- Spearheaded comprehensive branding and social media marketing strategies, igniting online engagement and establishing a cohesive, visually appealing brand presence across multiple platforms.

ARE LTDA
Head of Design

Rio de Janeiro, Brazil
08/2013 - 01/2016

Product Development

- Conceptualized and led development of an RFID employee location service pilot project which improved workplace efficiency by 20% through real-time staff tracking and management.
- Led the development of a service-based app and hardware accessory providing automated LPG bottle pressure detection and reorder, reducing supplier inventory need in 25%.
- Devised a cost-effective plastic LPG bottle valve with a remarkable 50% cost reduction, improving safety standards.

Project Management

- Spearheaded creation of a modularized spray pump system, streamlining production with 80% fewer components while offering 9 distinct products.
- Managed a cross-functional team of 5 engineers and technicians in the development of a new-generation spray pump with 30% increased performance and 20% lower production costs.

MHM-DESIGN

Independent Designer

New York, NY
01/2012 - 08/2013

- Conceptualized a colab brand with 5 initial products with BuzStudio and Beats by Dr. Dre.
- Conducted market research and brand analysis culminating in design of 3 new briefcase collections for Hartmann Luggage.
- Conducted brand analysis as well as market and technical exploration to design of 2 new collections for Sperry Topsider.
- Rebranded and worked on packaging design for Jetson bikes to help launch new line of 3 models of electric scooters and bikes.

TRUNK & TROLLEY

Design Manager

New York, NY
10/2010 - 01/2012

- Designed and developed 5 new lines of luggage and laptop cases for brands such as Sharper Image, Betsy Johnson, and Zoo York, coordinating with prototyping and overseeing pilot production with manufacturers in China, Thailand, and Taiwan.
- Managed and mentored 3 junior designers on development, design and international sourcing.

BRIGGS & RILEY TRAVELWARE

Industrial Design Engineer

Hauppauge, NY
11/2007 - 10/2010

- Conceived and developed 2 new luggage collections, optimizing processes for cost reduction and innovation, and coordinated with prototyping and oversaw pilot production with manufacturers in China, Thailand, and Taiwan.
- Invented and secured a patent for a groundbreaking telescoping handle system, achieving a 30% weight reduction and enhanced durability, while leading cross-functional teams in development and testing with international partners.

MEDX CORP

Industrial Designer

Altamonte Springs, FL
08/2003 - 11/2007

- Guided design and managed project with a team of 5 engineers for development of next generation of strength training equipment.
- Created aesthetic design for an innovative medical prescription strength training low back device for home use.

EDUCATION

COPPEAD - UNIVERSIDADE FEDERAL DO RIO DE JANEIRO

MBA Candidate / The Wharton School - exchange student

Rio de Janeiro, BR
2022 - 2024

- Rank #1

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Certificate in New Ventures Leadership

Rio de Janeiro, BR
2018 - 2018

- Pitched an online network to connect coffee producers in Brazil directly with global roasters; winner amongst 24 teams.

AUBURN UNIVERSITY

Bachelor's in Industrial Design (Summa Cum Laude)

Auburn, AL
2000 - 2003

ADDITIONAL INFORMATION

- **Patents:** US8646584B2 - Reinforced extruded tubing for telescopic handle for trolley-type carry case.
- **Technical skills:** Canva, Solidworks, Rhino, Illustrator, Photoshop, Figma, Prompt Engineering.
- **Languages:** Portuguese (native), English (native)
- **Work permit:** US Citizen.