

# MICHEL H. MOUSSATCHE

Innovation Strategist | Product Manager | Industrial designer  
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## EXECUTIVE SUMMARY

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Dynamic product leader with international experience across the US, Brazil, China, and Europe. Proven track record in managing innovation and strategic growth initiatives, with expertise in project management, user-centric design, and optimizing product development processes. MBA graduate with a strong foundation in strategy, data-driven decision-making, and cross-functional team leadership. Skilled at aligning business goals with market needs and leveraging cutting-edge technologies, including computer vision and AI, to deliver impactful solutions. Ready to drive product strategy and growth in technology-driven industries.

## PROFESSIONAL EXPERIENCE

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**MJV Technology and Innovation** March 2024 - Present  
Innovation Consultant Remote

- Led the execution of an intra-entrepreneurship program for a major energy distributor in Brazil, resulting in a 30% increase in innovative project proposals and advancing 3 projects to development stages.
- Guided the development of an AI-powered dashboard utilizing computer vision for real-time data analysis, generating actionable insights that improved business intelligence and operational efficiency.
- Managed strategic partnerships, driving a confidential project with a potential revenue impact of \$5 million/month through new business models.

**COPPEAD – UFRJ** February 2023 - February 2024  
Graduate Researcher Rio de Janeiro, Brazil

- Developed a methodology using NLP to analyze complex ecosystems, integrating AI tools to generate strategic insights for decision-making.
- Applied data analysis techniques to map over 100 industry functions, providing actionable recommendations to business strategists.

**ARE LTDA** January 2016 - January 2022  
Innovation Manager Rio de Janeiro, Brazil

- Established and led a design and innovation team to deliver 5 new product lines, improving manufacturing efficiency by 15%.
- Directed cross-functional initiatives to secure strategic partnerships with multinational corporations, leading to a 12% increase in business growth.
- Developed and implemented a cost-saving sourcing strategy, reducing production costs by 18% while maintaining customization standards.

**PANGEA AGRO** January 2019 - May 2021  
Co-Founder Gainesville, FL

- Spearheaded the development of a digital platform connecting producers with global markets, leading the MVP creation and product optimization.
- Implemented user experience (UX) improvements based on feedback from key stakeholders across the supply chain.

## RECENT PROJECTS HIGHLIGHTS

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### AI and Computer Vision

2024 - present

Product Owner / Product Management Office (PMO)

- Oversaw the deployment of a smart dashboard using AI and computer vision for real-time monitoring and analysis of image-based data at multiple pilot sites.
- Enabled the use of image recognition technologies to extract valuable insights from visual data, facilitating data-driven strategies and operational improvements.
- Collaborated with cross-functional teams to design targeted initiatives based on data insights, resulting in significant improvements in business outcomes and user engagement.

### NLP and Ecosystem Mapping

2023 - 2024

Graduate Student Researcher

- Developed a novel methodology integrating Natural Language Processing (NLP) to analyze complex ecosystems, automating the mapping of relationships across multiple industries and functions.
- Designed and implemented data-driven frameworks to synthesize large datasets, generating actionable insights for strategists and policymakers.
- Enhanced research efficiency by incorporating off-the-shelf transformers and AI models, enabling faster information extraction and more comprehensive analysis.
- Provided strategic recommendations based on ecosystem mapping, contributing to improved decision-making and market positioning for industry leaders.
- Applied results to real-world case studies, bridging academic research with practical business solutions, and presenting findings to senior faculty and industry professionals.

## EDUCATION

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### COPPEAD – UFRJ

Rio de Janeiro, Brazil

Fulltime MBA / MSc

Feb 2022 - Feb 2024

*Exchange Program at The Wharton School, University of Pennsylvania*

### Massachusetts Institute of Technology (MIT)

Rio de Janeiro, Brazil

Certificate in New Ventures Leadership

Aug 2018

### Auburn University –

Auburn, AL

Bachelor of Industrial Design

May 2000 - May 2003

*Summa Cum Laude*

## ADDITIONAL SKILLS AND CERTIFICATIONS

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- Familiarity with computer vision, cloud services, data analytics, NLP, Agile methodologies
- SolidWorks (advanced), Python (basic), Adobe Suite, Figma
- Languages: English (native), Portuguese (native)
- Certifications: Google Project Management
- Patents: US8646584B2 – Telescopic handle system for travel cases