



Alexandre Hadade (<https://www.linkedin.com/in/alexandrehadade/>)
Co-founder & CEO

Alex is an entrepreneur with more than 25 years of experience. He started working at 12 at his father's retail company and soon became its leading sales rep (at the age of 17). Graduated in Business Administration from FAAP, he moved to Australia for 6 months to study finance and intern at the Australian Stock Market. When he got back to Brazil, in 1998, he founded Arizona (www.arizona.global), a leading Latin America martech company that has over 30 million dollars in revenue. In his 21 years leading Arizona, Alex became an international Endeavor entrepreneur and won several entrepreneurship awards, such as CNBC's 20 most innovative executives in Latin America. He is also an active Endeavor mentor and is currently studying at Harvard's OPM course. He is also part of YPO (Young President Organization). Alex left Arizona as an executive in 2018, after envisioning the dream of building a scalable and impactful tech global business. He co-founded Birdie with 2 other Arizona senior executives from scratch. See [attached clipping](#) for more.



Patrícia Osorio (<https://www.linkedin.com/in/patriciaomg/>)
Co-founder & CMO

Pat has more than 10 years of experience in marketing and business development. After graduating in Law from USP and Business Administration from FGV-EAESP, she joined Arizona in 2007 to lead the marketing department and was responsible for product innovation and new markets development projects, such as internationalizing

the company (selling to clients in Argentina, Chile, Colombia, and the UK and opening an office in Argentina) and developing digital products. She also co-founded HomeRefill, an online subscription e-commerce and GVAngels, an angel investment group that has already invested over 1 million dollars in Brazilian startups. Pat is a growth hacker graduated by Growth Tribe (Europe) and has experience with B2B Growth and Acquisition in Brazil and the USA. Together with Alex, she saw the opportunity to use product data for insights and drafted the first version of Birdie in late 2017.



Rodrigo Pantigas & [\(https://www.linkedin.com/in/rodrigo-pantigas/\)](https://www.linkedin.com/in/rodrigo-pantigas/)
Co-founder Head of Product

Pants is a self-taught professional that learned how to code and build products by himself while working at a small printing automation company that was acquired by Arizona in 2008. After 5 years working in technology and infrastructure projects for companies like Carrefour, Coca-Cola, and Danone, he became the Head of Product at Visto, Arizona's digital asset management platform. He implemented Agile and 3.0 Management (OKRs) practices in the company and helped to develop Birdie's product and UX vision. He also left Arizona in 2018 to co-found Birdie with Alex and Pat.



Everton Alvares Cherman (<https://www.linkedin.com/in/everton-cherman/>)
Partner & CTO

Everton joined Birdie in early 2018, after selling Onion Technology – his previous artificial intelligence company – to focus full-time on Birdie. Everton graduated in Computer Science from the Universidade Estadual do Oeste do Paraná, and has a PhD in AI from USP-São Carlos. He is also a post-doc in NLP and Machine Learning. He has more than 12 years of experience with Machine Learning, Data Crawling, and Artificial Intelligence and has been working in data mining and natural language processing projects since 2005. Visit his academic details [on this link](#).