

William Vieira de Albuquerque Junior

Senior Executive | Digital Transformation, Technology & AI | Retail & Consumer

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EXECUTIVE SUMMARY

Executive with 30 years of experience at the intersection of technology and business operations. CEO with a track record in scaled retail (Farm, Inbrands) and now leading a science and artificial intelligence company (ImagineLabs). I combine technical depth — infrastructure, data, software and AI — with P&L responsibility: revenue, margin, process, team and governance. I lead digital and AI transformations, particularly in retail, fashion and consumer goods.

PROFESSIONAL EXPERIENCE

CEO · ImagineLabs / ImagineLabs Sports

2024 – present

- Lead a science and AI company developing proprietary products and innovation projects applied to business demands.
- Focus areas: proprietary IP development, AI innovation projects, innovation hubs, scientist training and technology transfer.
- In the sports vertical, lead AI and computer vision products (TotalTennis, TotalSkate), the latter in a strategic partnership with STU.

Partner · wt+f8 (strategy & innovation consultancy)

2018 – present

- Consultancy supporting companies in building strategic and innovation initiatives, focused on digital, data and technology.

Advisory Board Member · VITAO Alimentos

2016 – 2017

- Active contribution to digital positioning strategy and the structuring of the e-commerce channel.

Director of E-commerce, CRM & Omnichannel · Inbrands

2014 – 2017

- Led the online B2C channel and CRM across a portfolio of six brands: Richards, Bobstore, Salinas, Ellus, Tommy Hilfiger and VR.
- Implemented a new e-commerce platform (Oracle Commerce) as the group's omnichannel hub, a consultative-selling app for stores, and customer service across all brands and channels.

CEO · Farm

2007 – 2013

- Grew the company's value 8x, leading all four dimensions of the business: commercial, creative, industrial and logistics.
- Owned retail growth from 14 to 52 stores; wholesale grew 4x in 18 months.
- Built the global partnership with adidas Originals — three co-designed collections sold in more than 130 countries.
- Structured raw-material sourcing from Asia to Brazil, reaching 35% of the assortment at a higher margin.

Partner & Projects Director · i9Brasil

2004 – 2007

- Led relationship-marketing projects for companies across different industries (including Farm, Animale, Wollner, Qualifarma, Profarma and João Fortes Engenharia).

Database Marketing Manager · Software Design

2000 – 2003

- Built and ran the database-marketing business unit, with business intelligence projects (ECAD, Ponto Frio) and high-volume email marketing (Shoptime).

Technical Coordinator – IT Management Graduate Program · NCE / UFRJ

1995 – 1999

- Defined the curriculum of executive programs in Information Technology and database marketing, and the commercialization strategy. In parallel, founded my first company, in database marketing.

EDUCATION

- Postgraduate in Retail — Provar FIA/USP (2008–2009, with international modules in the USA and Europe)
- Postgraduate in IT Management and Marketing — UFRJ
- Bachelor's in Mathematics and Computer Science — UFRJ

CORE COMPETENCIES

Digital transformation · Applied artificial intelligence · E-commerce & CRM · Data strategy · Retail, fashion & consumer goods · Leadership of technical and business teams · Innovation & new products · Governance

LANGUAGES

Portuguese (native) · English (intermediate)