

SERGIO AMBROZIO

Technology Executive | Digital Transformation & AI Strategy | CIO

Therwil, Basel-Landschaft, CH | sergiomoriya@gmail.com

+41 79 396 14 85 | Swiss Work Permit B



EXECUTIVE PROFILE

Technology executive with 15+ years of progressive leadership spanning commercial operations, IT infrastructure strategy, and digital transformation. Currently leading digital, AI, and data strategy for Syngenta's \$14B Crop Protection Marketing division while managing IT operations for \$300M Australia & New Zealand region. Proven track record architecting enterprise technology strategies, managing complex vendor ecosystems, and delivering measurable business impact through large-scale implementations (\$95M+ programs, 7,000+ users, 120+ countries).

Unique combination of commercial acumen (sales at Mars & Nestlé), strategic IT infrastructure management (networks, cloud, data centers, cybersecurity), and cutting-edge AI/data capabilities (Production grade solution, ETH Zürich CAS, MIT executive program). Track record of delivering 20-50% operational efficiency gains, \$8M+ cost optimizations, and pioneering AI-powered revenue-generating products.

CORE COMPETENCIES

- Digital Transformation Strategy
- AI & Machine Learning
- Enterprise Data Strategy
- IT Infrastructure & Operations
- Vendor Ecosystem Management
- Cloud, Network & Cybersecurity
- P&L Management & ROI Delivery
- Commercial Operations
- Executive Stakeholder Management
- M&A Technology Integration
- Large-Scale Program Leadership
- Cross-Cultural Team Building

PROFESSIONAL EXPERIENCE

SYNGENTA GROUP | Basel, Switzerland

Head of IT & Digital - Crop Protection Marketing & ANZ (*Promoted*)

August 2024 – Present

Lead digital, AI, and data strategy for \$14B Crop Protection Marketing division globally while managing IT operations for \$300M Australia & New Zealand region. Direct accountability for technology roadmap, operating model, budget management, and cross-functional team leadership.

- Architected comprehensive digital and AI strategy underpinning core marketing processes (NPI, PLCM, I-Plan, Range Management) across 120+ countries, defining multi-year transformation roadmap aligned to business value
- Redesigned strategic planning process, creating business case reducing resource consumption by 50% (6,000 to 3,000 FTE days/year) through AI-powered automation and process optimization
- Pioneered AI/ML applications: machine learning forecasting, satellite-based addressable market sizing, and neural network field boundary recognition deployed in production
- Oversee SAP S/4HANA implementation, eCommerce platform rollout, and digital services generating \$7M annual revenue
- Led carve-out of 160 IT systems for Russia operations (sanctions compliance), ensuring business continuity under complex regulatory constraints

Global Head, IT & Digital - Vegetables & Flowers

May 2023 – July 2024

- Pioneered B2B eCommerce platform across 14 countries on Salesforce, optimizing customer service by 20% while enhancing partner experience (team of 15)

- Established digital operating model and governance framework defining collaboration between global, regional, and country teams

Head of IT & Digital, EMEA – Vegetables & Flowers

February 2022 – May 2023

- Launched AI-powered seed placement product (Romania, Hungary), unlocking 1,200 new customers and creating new distribution channel (35-person team)
- Executed IT carve-out of 20 systems for Flowers division divestiture, negotiating and managing 8-month Transition Service Agreement

Global Sourcing & Supplier Manager, IT Infrastructure

July 2019 – February 2022

Architected and managed vendor ecosystem strategy for entire IT infrastructure spanning networks, cloud (Azure/AWS), data centers, workplace technology, and cybersecurity. Led strategic sourcing, vendor negotiations, SLA governance, and executive escalations across \$50M+ annual IT spend.

- Post-merger integration: Led cross-BU strategic sourcing initiative (Syngenta-ADAMA), delivering \$8M NPV through hardware consolidation, standardization, and vendor rationalization
- Diagnosed and resolved Microsoft Azure cost escalation (\$5M run-rate), executing multi-phase optimization achieving 20% reduction (\$1M annual savings)
- Established vendor governance framework including performance scorecards, quarterly business reviews, and escalation protocols across 15+ strategic technology partners
- Negotiated enterprise agreements with tier-1 vendors (Microsoft, AWS, BT, Dell, HP, Zoom, DXC) ensuring optimal commercial terms and service levels

PMO Lead – Salesforce CRM Global Rollout

April 2016 – June 2019

- Directed PMO for Salesforce.com & Marketing Cloud implementation impacting 7,000+ users across 50+ countries (\$95M budget, 100-person team)
- Established agile delivery methodology, governance framework, and change management program for enterprise-scale CRM transformation

MARS, INC. | São Paulo, Brazil

Sales Representative

2010 – 2013

- Led \$12M distributor relationship, achieving 8% growth in 2012 through consultative sales approach and tailored business plans for top 20 customers
- Developed territory strategy maximizing distributor investments while reducing trade expenses and ensuring policy compliance

NESTLÉ S.A. | São Paulo, Brazil

Sales Representative

2007 – 2010

- Managed key retail accounts (Walmart, Carrefour, Casino) driving demand generation and category growth
- Analyzed sell-in/sell-out data at SKU level, providing commercial insights to business units for assortment optimization

EDUCATION & EXECUTIVE PROGRAMS

MIT Sloan & McKinsey & Company

The Transformation Journey: Leading Business Transformation in the Age of AI

Executive program for top 200 global leaders | 2024-2025

ETH Zürich | Certificate in Advanced Studies (CAS)

Artificial Intelligence & Machine Learning | 2024

USP ESALQ – Escola Superior Luiz de Queiroz

MBA in Agribusiness | 2024

FHNW – University of Applied Sciences Northwestern Switzerland

Master of Science in Management | 2020

Bachelor of Science in Business Administration | 2018

Professional Certifications:

Project Management Professional (PMP) • Salesforce Administrator • Digital Marketing (IMD) • Executive Negotiation (Harvard Law School)

LANGUAGES & ADDITIONAL

Languages:

Portuguese (Native) • English (Fluent) • German (Conversational B1) • Spanish (Conversational)

Community Engagement:

Active supporter of education initiatives. Raised CHF 6,000+ in scholarships for Kenyan students (Aiducation International).

Availability:

Basel and Zurich cantons, Switzerland (targeting local CIO/technology executive opportunities)